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MAY 8 1952

PUBLISHER'S BINDING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 64 NEW YORK, U. S. A., MONDAY, OCTOBER 1, 1951 TEN CENTS

TOA Sets Up Panel To Hear Grievances in Field

To Sit in Six Cities At 60-Day Intervals, Serving 'Little Fellow'

The new administration of Theatre Owners of America, headed by Mitchell Wolfson, president, and Charles P. Skouras, board chairman, moved promptly at the weekend to provide organization machinery for hearing and acting upon trade practice complaints originated by their smaller members in the field.

A program was adopted under which Wolfson and Skouras, with Herman Levy, TOA counsel, and Gael Sullivan, executive director, will sit as a panel to hear trade practice complaints in one of six regional localities every other month.

The cities in which the hearings will be held are Atlanta, Dallas, Los Angeles, Salt Lake City, Chicago and New York.

The grass roots exhibitors within the regions surrounding each hearing city will bring their trade practice complaints to the TOA panel when it convenes in their territory. The panel may be augmented by local exhibitor

(*Continued on page 3*)

It's 'Movietime USA'

TODAY—ACT 2: Opening broadsides in the industry's $350,000 nationwide newspaper advertising campaign will begin their appearance across the land today. They will continue for the next few days as regional "Movietime" campaign heads utilize subsequent elective dates for their appearance. In all, ads extolling forthcoming important releases will be published in 1,755 daily newspapers in 1,410 localities, having a readership in excess of 53,000,000 persons.

OCT. 8—ACT 3: "Stars Over America" Personality Tours will begin in 32 film exchange cities, fanning out to state capitals and principal cities and towns accompanied by special public events.

Announce Itinerary for 'Movietime' Appearances

The identities of 191 Hollywood personalities and the itineraries which they will follow during the week of Oct. 8 to promote the industry's institutional "Movietime U.S.A." campaign, were disclosed here at the weekend by the Council of Motion Picture Organizations. There will be 128 players, 33 writers, 16 directors and 14 producers.

The tours will for the most part be in and around exchange cities rather than in state capitals, as originally planned. The absence of most governors—who were to be visited publicly—from their cities while attending the governors' conference necessitated the switch to exchange cities.

In each exchange area the visitors will follow a program of activities already arranged by the local area committee. These activities will include greetings by dignitaries, appearances before civic organizations and interviews with press and radio.

It was emphasized that additional names for the personality tours are coming in daily and that before Oct. 8, when the personalities arrive in their assigned territories, many more will have joined the cavalcade. The inclusion of writers, directors and producers, the announcement pointed out, is a fulfillment of the original plan to have the industry represented in as many phases as possible by production personnel who could share the spot-

(*Continued on page 2*)

U. S. Ticket Tax Take Up $2½ Millions

Confirms Big Boost in August Collections

WASHINGTON, Sept. 30.—Confirming reports of a sizeable business upturn, Federal admission tax collections in August, reflecting July business, were more than $2,500,000 ahead of collections for August, 1950.

This was reported by the Bureau of Internal Revenue today. August was the first 1951 month since February that collections ran ahead of the comparable 1950 month.

The bureau reported general admission tax collections in August of 1951, of $34,142,531, compared with $31,606,355 for August, 1950. The total for the current August was more than $5,500,000 above the $28,620,413 collected in July of this year, making the third successive month that collections have increased.

Total admission tax collections, including general admissions, roof garden and cabaret taxes, and various taxes on leases and over-charges, amounted to $38,634,669 this August, compared with $35,659,284 in August, 1950.

US-UK Pact Goes Into Force Today

The new Anglo-American film agreement reached last August in London between U. S. industry and British government negotiators becomes effective today, Oct. 1, as scheduled, John G. McCarthy, vice-president of the Motion Picture Association of America, confirmed here at the weekend.

McCarthy received on Friday from Fayette W. Allport, MPAA repre-

(*Continued on page 3*)

Nathanson Is NY Ad Head of Horizon

Mort Nathanson has been named Eastern advertising director of Horizon Pictures by company executive Sam Spiegel, it was disclosed here at the weekend by Max Youngstein, vice-president of United Artists, which is distributing for Spiegel. Nathanson's first assignment will be the preparation and execution of the publicity campaign on "The African Queen."

Seek Stars' Aid for Anti-'Red' Tour

HOLLYWOOD, Sept. 30. — Irving Brown and Jay Lovestone, representing the American Federation of Labor's International Committee, have asked the Motion Picture Industry Council to lend its aid toward enlisting Hollywood screen personalities for personal appearances in foreign countries where the AFL is opposing

(*Continued on page 2*)

Senate Leaves Tax Bill Unaltered

WASHINGTON, Sept. 30. — There were no changes made on the Senate floor in the admissions tax provision adopted by the Senate Finance Committee. The Senate passed the tax bill late Friday night leaving the measure as reported out of the Senate Finance Committee.

See Bid to End Stars' Liquor Ads

Theatre Owners of America is prepared to ask the Council of Motion Picture Organizations to take steps to eliminate the testimonials of film stars from liquor advertisements, it was indicated here on Friday.

If and when TOA calls for such action, it will not mean that the exhibitor organization or its leaders are necessarily unanimous in approving COMPO's action on what some in the

(*Continued on page 3*)

Bergman to Work On 'Brotherhood'

Maurice Bergman, executive in charge of public relations for Universal Pictures, has been named publicity chairman for the forthcoming "Brotherhood Week" by George Skouras, chairman of the drive for the film industry.

Bergman will be assisted in the annual project by top promotional talent in the industry.

לשנה טובה תכתבו

1951 5712

Personal Mention

MARC J. WOLF, International Variety Clubs chief barker, will leave Indianapolis tomorrow for Toronto to attend the organization's annual mid-year conference there.

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JOHN MATSOUKAS, Skouras Theatres Corp. director of advertising, and MRS. MATSOUKAS announce the birth of a girl, NIKI, in Port Chester's United Hospital.

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EDWIN W. AARON, Western sales manager for 20th Century-Fox, has left here for visits to the Atlanta, Kansas City, San Francisco and Los Angeles exchanges.

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DAVID LIPTON, Universal vice-president in charge of advertising-publicity, returned to Hollywood from New York over the weekend.

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F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will leave here tomorrow for Miami.

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IRENE DUNNE has been awarded the Lateran Cross for exemplary life and service to the Roman Catholic Church.

Buchman Waives No-Quorum Claim

HOLLYWOOD, Sept. 30.—Sidney Buchman told the press here he has advised the House Un-American Activities sub-committee that he would waive the point raised by his attorney last week that lack of a quorum at the hearing at which he testified removed Buchman's liability to a contempt citation for refusing to answer questions.

Rep. Donald L. Jackson, a member of the sub-committee, left the hearing room here while Buchman was testifying, thereby reducing the group to less than a quorum.

Anti-'Red' Tour

(*Continued from page* 1)

Communism. They also urged the industry in general to take special precautions against inadvertently aiding Communism through trade practices abroad as they affect labor.

Loew's Extension Date Now Nov. 15

Washington, Sept. 30.—The Justice Department has agreed to extend until Nov. 15 the deadline for Loew's to file a divorcement plan with the New York Statutory Court. The previous deadline was tomorrow. The extra time is to give the parties a chance to continue consent decree negotiations. Talks will likely resume here this week.

Review

"The Desert Fox"

(*20th Century-Fox*)

PROMINENT among the legends arising out of World War II is the one surrounding Field Marshal Rommel, sometimes known as "The Desert Fox." 20th Century-Fox's production, based on the research and biography of Brigadier Desmond Young, advances an intriguing hypothesis. It reinforces the view that the fabulous general, at first a loyal and devoted soldier to Hitler, grew increasingly opposed to the Fuehrer's mad methods, and finally took part in an abortive plot to assassinate him. The end is an ignominious one for Rommel. Instead of being killed in an enemy strafing, as reported in the newspapers, he was forced to poison himself in order to protect his family from Nazi vengeance.

This view of Rommel's life and death has been shaped into a highly dramatic entertainment. Credit is deserved all around for keeping the story moving fluidly and absorbingly.

As usual, James Mason gives a smooth performance. He interprets the Field Marshal colorfully and convincingly. One wonders whether a protest might not arise from some quarters considering this picture a whitewash of Rommel and his deeds. A well-coordinated cast is seen in supporting roles. Sir Cedric Hardwicke plays a scholarly doctor who patiently welds together resistance to Hitler; Jessica Tandy is Rommel's wife, and Luther Adler makes a brief but explosive appearance as the fulminating Hitler. Others in secondary characterizations as Nazi officers are George Macready, Everett Sloane and Leo Carroll.

Stirring words uttered by Winston Churchill are heard in the closing frames of the picture, lending credence to its theory. Says Churchill of Rommel: " . . . he came to hate Hitler and all his works, and took part in the conspiracy to rescue Germany by displacing the maniac and tyrant."

Nunnally Johnson produced and wrote the screenplay; Henry Hathaway directed.

Running time, 88 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

'Movietime' Appearances

(*Continued from page* 1)

light with players and otherwise contribute substantial strength to the personality tours.

The breakdown of personalities by exchange territories is as follows:

NEW YORK - BUFFALO - ALBANY AREA: Gordon MacRae, John Carroll, Teresa Wright, William Bendix, Dana Andrews, Vanessa Brown, Ray Milland, Charlton Heston; writers Leonard Spiegelgass, Karl Tunberg, Allen Rivkin; directors Fred DeCordova, Henry Potter.

INDIANAPOLIS AREA: Debra Paget, Hoagy Carmichael, Forrest Tucker, Roeky Lane; writer Phil Epstein; director Norman Foster.

CINCINNATI AREA (Including Frankfort, Ky.): Keefe Brasselle, Dean Jagger, Edmund O'Brien, Barbara Bates; writers William Lively, Wells Root.

ATLANTA AREA: Joan Bennett, James Craig, Kay Brown; producer Walter Wanger; writer Lamar Trotti; director Robert Pirosh.

NEW HAVEN AREA: Wendell Corey, Raymond Massey, Frank MeHugh, Joyce MeKenzie; writer Albert Brodney; director Albert Lewin.

PHILADELPHIA AREA: Claude Rains, Richard Arlen, Wayne Morris, Beverly Tyler, Paula Raymond; writer F. Hugh Herbert; producer Carey Wilson.

WASHINGTON, D. C. AREA (Including Richmond, Va., and Annapolis): Jane Greer, Debbie Reynolds, Randolph Scott and Mrs. Scott, Preston Foster, Myrna Dell, Jane Nigh; writer Virginia Kellogg; director John Ford.

CHARLOTTE AREA: Nancy Davis, Craig Hill, Penny Edwards; writer Douglas Morrow; producer Irving Asher.

BOSTON AREA: Dorothy Lamour, Jeanne Crain, George Murphy, Billy DeWolfe, James Whitmore; writers Emmet Lavery, Oliver H. P. Garrett.

PORTLAND, ORE., AND SEATTLE AREAS: Vietor Jory, Bruce Bennett, Julie Bishop, Joseph Calleia; writers Henry Ephron, Sloan Nibley; director Edward Berns.

ST. LOUIS AREA: Faith Domergue, Lew Ayres, Craig Stevens, Monica Lewis; writers Edmund Hartman, Frank Nugent; producer Sol Seigel.

MILWAUKEE AREA: Pat O'Brien, William Demarest, Viveca Lindfors, Harry Carey, Jr.; writer Richard Breen; director George Marshall.

KANSAS CITY AREA: Dennis O'Keefe, Sheila Ryan; Gordon MacRae (from New York for one day); writer Adele Buffington; producers George Sidney, Harry Tugend.

DENVER AREA: Anne Baxter, Doris Day, George O'Brien, Spring Byington, Raymond Walburn, Richard Widmark; writers Nathaniel Curtis, Dorothy Hughes; producer Bryan Foy.

OMAHA AREA: Marjorie Main, Regis Toomey, John Derek, Doris Day (from Denver for one day); writer John Larkin; director Roy Rowland.

MINNEAPOLIS AREA: Robert Young, Marta Toren, Dorothy Patriek, Ann Doran; writers Irving Fielgund, Don McGuire; producer Robert Bassler.

DES MOINES AREA: Donna Reed, Macdonald Carey, Seven Members of Paramount's Golden Cirele; writer Alex Gottlieb; director John Sturgis; producer Robert Sisk.

DETROIT AREA: Walter Pidgeon, Sally Forrest, Gale Storm; writer Valentine Davies; director Lewis Allen; producer Sam Zimbalist.

CLEVELAND AREA: Jeff Chandler, Geraldine Brooks, Roddy MeDowall; writers Jesse Lasky, Jr., Harry Ruskin; director Fletcher Markle.

JACKSONVILLE AREA: Brian Donlevy, Miehael O'Shea, Mala Powers, Dale Robertson, Miehael Rennie, Constanee Smith; director Alfred Hiteheoek.

MEMPHIS AREA: Rieardo Montalban, Ward Bond, Julie Adams, Eileen Christy, Smiley Burnette, John Derek (from Omaha for one day); producer Anthony Veiller.

NEW ORLEANS AREA: William Lundigan, Peggy Dow, Benay Venuta, Fred Clark; writer Borden Chase; director John Farrow.

OKLAHOMA CITY AREA: Jean Peters, Tim Holt, Martha Viekers, Charles Starrett, Roseoe Ates; writer M. Coates Webster; director Al Rogell.

PITTSBURGH AREA (Including Harrisburg and Charleston, W. Va.): Broderick Crawford, Dan Duryea, Vera-Ellen, Ann Francis, Phil Reed; writer Ernest Paseal; producer Sol Lesser.

CHICAGO AREA: Barbara Hale, Bill Williams, Paul Harvey, Otto Kruger, Jean Hagen; writer Cy Bartlett; producers William Perlberg, George Seaton.

DALLAS AREA: Dan Dailey, Keenan Wynn, Chill Wills, John Wayne, Greer Garson, Seven Members of Paramount's Golden Cirele; director King Vidor; producer Jesse Lasky, Sr.

SALT LAKE CITY AREA: Doris Day (from Denver and Omaha for one day), Lueille Norman, Bob Wagner, Jeffrey Hunter; writer Robert D. Andrews.

Air Mail Edition On Wed. This Week

The Air Mail Edition of *Motion Picture Daily*, normally scheduled for tomorrow, will be published on Wednesday instead because of the Jewish holidays today and tomorrow. The Air Mail Edition will again appear on Tuesdays as usual starting next week.

Johnston, MPA Board Talk Before His Trip

Eric A. Johnston, Motion Picture Association of America president, who has been on loan to the government for service as Economic Stabilization Administrator, met at the MPAA offices here on Friday with members of the Association's board for an informal conference prior to his departure by plane that day for Europe where he will tour on government assignment.

Levey Coming with Production Plans

Jules Levey will return to the United States today after conferences with Italian and Israeli government officials and film producers on production in those countries aimed at the American market.

Rubine Will Assist Douglas Fairbanks

HOLLYWOOD, Sept. 30.—Irving Rubine has been named assistant to Douglas Fairbanks, Jr., president of the recently-formed Dougfair Productions, by H. A. MacDonald, vice-president of the company.

Truman Will Meet 'Movietime' Stars

Washington, Sept. 30.—A White House call on President Truman has been arranged for the stars who will come here next week to kick off the local "Movietime U. S. A." campaign.

The stars will be given the "keys to the city" at a ceremony at the District of Columbia Building on October 8. The campaign-opening luncheon will follow at the Carlton Hotel, and the White House visit is lined up for three P. M. A busy day will be topped with a reception at the Motion Picture Association headquarters.

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TV Trouble At Minnesota House

Minneapolis, Sept. 30.—The management of the 4,000-seat Radio City hopes to have better luck for future fight and other events than it had for the Saddler-Pep bout when mechanical trouble blacked out action from the fourth to the eighth round.

More than 3,300 fans packed the main floor of the theatre, but because of the mechanical failure Radio City had to refund several hundred admissions.

Stars' Liquor Ads

(*Continued from page* 1)

TOA regard as a "touchy" question. The explanation is that those who would hesitate in asking for COMPO action are inclined to believe that a less formal approach, such as a quiet appeal by organized exhibitors for distillers' cooperation, might be preferable.

Origin of Move

It is understood that the movement to seek COMPO action originated in the TOA committee on COMPO, headed by Morton G. Thalhimer, which was set up during the early stages of the exhibitor organization's convention at the Hotel Astor here last week to deal with public relations. Members deemed the liquor ads "bad public relations."

US-UK Agreement

(*Continued from page* 1)

sentative in London, a cable indicating that British government representatives would come to New York in mid-October for pact-signing ceremonies.



IN A SPECIAL TRAILER HURRY!
WE'LL GIVE YOU F-A-S-T-E-S-T SERVICE FINEST QUALITY
1327 S. Wabash Chicago, Illinois FILMACK 630 Ninth Ave. New York, N. Y.

TOA Grievance Panel

(*Continued from page* 1)

leaders from each territory, as deemed necessary or advisable. Complaints regarded as having merit will be taken up by the TOA officials either in the local area, if they can be resolved there, or with distribution home offices in New York, if not.

The TOA action, constitutes the most positive approach in the organization's history, brief though it is, to a confrontation with specific trade practice complaints and their solution. Trade circles view it as a direct result of the protests so earnestly and eloquently voiced by the "little fellows" in TOA's ranks at the closing session of TOA's annual convention here last week. They took the position that no real or effective solution of their problems had been offered by the convention and that TOA lacked established machinery with which to help them throughout the year.

Several of the regional representatives put TOA on notice that unless something were done about it "we will not be back next year."

Glen Thompson of Oklahoma City told the convention "We little fellows have no illusions about TOA being able to get along without us. But we feel that TOA is stronger with us than it will be without us. We are leaving this convention with disappointment and hope."

The prompt establishment of the visiting trade practice panel is regarded by many of TOA's smaller cohorts as the justification for that "hope" which Thompson mentioned. It will no doubt serve to avert important defections from TOA ranks of small town theatre operators. On its accomplishments will hinge TOA's future policies to an important degree.

Some of TOA's "little fellows" also regarded it as significant that Walter Reade, Jr., although renamed chairman of TOA's exhibitor-relations committee by the board last week, despite the fact that his conduct of the committee meetings during the convention touched off the grass-roots revolt, was not included on the panel which will hear these complaints in the field. Nor has any provision been made up to now for giving Reade's committee a role in the processing of complaints which are accepted by the committee for attempted settlement.

Convention delegates remaining in New York over the weekend were unanimous in their praise of the promptness with which the new administration had acted and felt that augurs well for the Wolfson-Skouras regime just getting under way.

63 Short Subjects From 'U' in 1952

A program of 28 two-reel short subjects, 35 one-reelers and 104 issues of Universal Newsreel was announced for 1951-52 by Charles J. Feldman domestic sales manager of Universal

The two-reelers will include 13 to be released in the "Earth and Its Peoples" series produced by Louis de Rochemont, 13 "Name Band Musicals", featuring Tommy Dorsey and his orchestra and Woody Herman and his band, and two specials, two-reelers, the first being "Danger Under the Sea", filmed in the Mediterranean. with some amazing under water scenes and the second to be announced.

TOA Joins in Annual 'Pioneer' Awards

Theatre Owners of America directors last week voted to make an annual award, in association with Motion Picture Pioneers, to the individual or individuals designated by the latter organization as "Pioneer of the Year."

The first TOA award will be made at the Pioneers' annual dinner here on Nov. 15 to Harry M., Jack L. and Albert Warner, who were previously designated "Pioneers of the Year." Some 261 acceptances for the dinner have already been received.

Hold Services for R. E. Dwight Today

Funeral services for Richard Everett Dwight, 77, 20th Century-Fox counsel during the early stages of the industry's government anti-trust suit, will be held in New York today. He died at his home here on Friday. Interment will be in Woodlawn Cemetery.

A senior member of the New York law firm of Dwight, Royal, Harris, Koegel and Caskey, Dwight had practiced law here since 1899. In recent years, however, he was in virtual retirement. He is survived by his widow, Mrs. Emily H. Wright Dwight.

Newsreel Parade

REPORTS on Britain's ailing King and fighting in Korea mark current newsreel highlights. Other items include people in the news, fashions and sports. Complete contents follow.

MOVIETONE NEWS, No. 79 — Korean fighting. Korean officers here for training. London awaits news of King. Unveil statues of heroes at Arlington Bridge. Gen. Ridgway visits Tokyo farm. Mississippi raft experiment. Jet fighters. Sports.

NEWS OF THE DAY, No. 209—Anxiety grips Britain over King. Equality pledged to Italy by President Truman. Korean officers here for training. Fashions in swim suits. Sports: turf thrills, boxing.

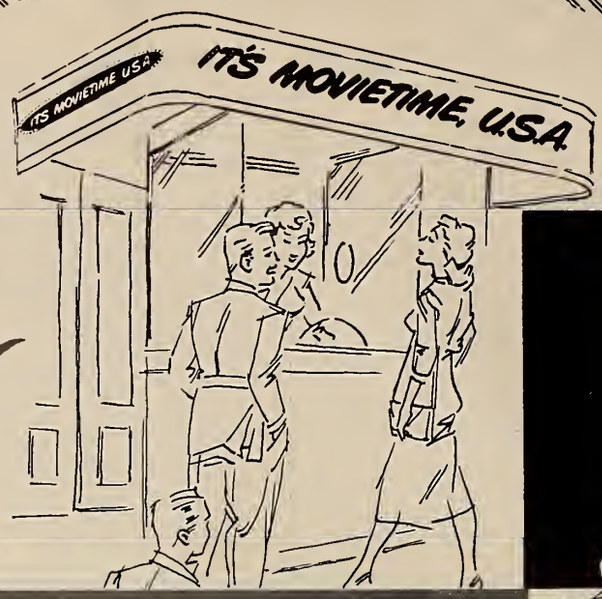
PARAMOUNT NEWS, No. 11 — Rodeo "World Series," King George's Illness, People in the Global Spotlight: Premiere de Gasperi, Gen Alphonse Juin, General and Mrs. Ridgway, Combat report from Korea, Frenchman walks across the Thames River—on a tight-rope.

TELENEWS DIGEST, No. 39-B—Korea battling. Korean officers here for training. William Green urges CIO-AFL merger. Japan farms modernized. Duke of Windsor in London. Eisenhower welcomes Gen. Juin. Camouflage artists. Sports.

UNIVERSAL NEWS, No. 495—Report on Korean fighting. War statues here from Italy. X-ray program sponsored by Variety Clubs. Latest fashions in swim suits. News from the sport world: football, rodeo.

WARNER PATHE NEWS, No. 14.—Fight for Heartbreak Ridge. Britain keeps vigil for ailing King. Senate probe in Washington. Italy gives statues to Truman. Korean officers to train here. Mass X-ray drive. Swim suit fashions. Donkey derby. Football.

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WHEN WORLDS COLLIDE
Color by Technicolor
A Paramount Picture





GET THE STAY-AWAYS

WITH

FRAMED Displayaways









NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 65 NEW YORK, U. S. A., TUESDAY, OCTOBER 2, 1951 TEN CENTS

Showdown At Hand on New U. S. Tax Bill

House-Senate Confab To Start on Changes

WASHINGTON, Oct. 1.—House-Senate conferences on the tax bill are expected to get under way tomorrow or Wednesday, with members predicting it would be "at least a week to ten days" before a compromise bill is finally agreed on.

The film industry will be watching most closely conference deliberations on admission taxes and photographic excises.

The odds still favor the House members agreeing to accept the more restrictive Senate provision on exemptions from the admission tax. The Senate bill would keep the tax on all film showings, and would tightly define the types of organizations eligible for exemption on other types of entertainment. The House bill provision would exempt practically all entertainment of any allegedly non-profit

(*Continued on page 2*)

Mulvey, McCarthy to Weigh Spanish Deal

James P. Mulvey, Samuel Goldwyn Productions president, will attempt to iron out with John G. McCarthy, Motion Picture Association of America vice-president, the differences between the MPAA and the Society of Independent Motion Picture Producers on the question of a film agreement with Spain.

In the talks, Mulvey will be substituting for Ellis G. Arnall, SIMPP president, who returned to Atlanta late last week following only preliminary

(*Continued on page 3*)

Spur COMPO Trade Practice Question

The issue of whether the Council of Motion Picture Organizations should lend itself to settlement of trade practice problems is expected to be brought to the fore again in the near future.

Spurred by a reported plan within the Theatre Owners of America to bring before the next COMPO round

(*Continued on page 3*)

Three More Stars on 'Movietime' Tour

With assignment of Danny Kaye, Zero Mostel and Catherine McLeod to participate in the nationwide "Movietime U. S. A." star tours, the number of personalities participating now stands at 194. Additional "names" are expected to be added before next Monday, when the Hollywood personalities make their initial bows in exchange centers.

Kaye will join the Chicago troupe, Mostel the Philadelphia list, and Miss McLeod the Milwaukee contingent.

Rodgers Calls 75 To Sales Meeting

M-G-M will hold a three-day sales conference of its field executives at the Ambassador East Hotel in Chicago starting Oct. 22, it was announced here by William F. Rodgers, sales vice-president. In addition to the field men there will be approximately 15 home office executives and assistants on hand for the get together. In total there will be approximately 75 assembled.

Among those scheduled to be on hand from the home office in addition to Rodgers are: E. M. Saunders, Charles M. Reagan, Howard Dietz, director of advertising-publicity; Silas

(*Continued on page 3*)

'Streetcar' Strong In Mixed Week at New York 1st-Runs

Business at New York's first-runs is mixed this week. The two-day Rosh Hashana holiday which got underway yesterday brought larger-than-usual crowds to the Broadway area, and a number of key houses noted increased grosses as a result. Holdovers predominate.

Continuing a sterling box-office performance, "A Streetcar Named Desire" is due to give the Warner Theatre $75,000 for a second week, ending tonight, following a top-flight first week's gross of $85,000.

The final six days of the 13-day stand of "No Highway in the Sky," plus a stage bill topped by the Latin Quarter Revue will end tomorrow with an adequate $65,000 indicated for

(*Continued on page 2*)

House Group Would Abolish Union Vote

WASHINGTON, Oct. 1.—The House Labor Committee has approved a bill to do away with the union shop election requirement of the Taft-Hartley law.

The measure has already passed the Senate. It would meet a small part—but not all—of the demands made by Hollywood talent unions for easing

(*Continued on page 3*)

Business Is Skyrocketing In Cleveland

And Patrons Are Paying Higher Admission Prices

CLEVELAND, Oct. 1.—Theatre attendance here is going up by leaps and bounds, especially whenever the patron thinks he will get his money's worth, regardless of admission prices. This week patrons are shelling out better than average admission scales for four downtown attractions, all of them reporting excellent attendance. "An American in Paris" opened at Loew's Stillman at $1.00 top to capacity crowds and is maintaining that attendance standard. "David and Bathsheba" is in its 2nd big week at Warner's Allen at $1.19 top. Fight fans paid $1.25 to see the Saddler-Pep fight last Wednesday night at the RKO Palace and "Tales of Hoffman" is holding well in its third week at the Hanna (legit house) at $2.40 top.

Exhibitors of Greater Cleveland are unanimous is stating that an increasingly discriminating and selective audience is attending pictures of their choice in returning numbers.

The demand for top entertainment has also created a demand for top

(*Continued on page 3*)

Schine and Majors Sued for $841,500

BUFFALO, Oct. 1.—Schine Theatres, its affiliated corporations and eight producer-distributor film corporations are named defendants in an $841,500 damage suit filed in Federal Court here by attorney Charles V. Paganelli of Albion for Martina Theatre Corp. of Albion, described as a corporation formed in 1949 to enter the theatre business in New York to purchase two Schine theatres, the Capitol in

(*Continued on page 3*)

Johnston Head of 'Brotherhood Week'

For the second successive year, Eric Johnston, Economic Stabilization Administrator and President of the Motion Picture Association of America, has been named general chairman of "Brotherhood Week," to be nationally observed next Feb. 17-24 under the sponsorship of the National Conference of Christians and Jews, it was

(*Continued on page 3*)

Films on Video A Factor in 2 Coast Pact Negotiations

HOLLYWOOD, Oct. 1.—Regular theatrical product sold by Hollywood producers to telecasters are the hub around which revolves negotiations for contracts for talent and studio crafts.

IATSE president Richard Walsh will head a delegation opening contract negotiations with major studios tomorrow and will remain in Hollywood until they are completed, which he hopes will be within a fortnight. IATSE crafts, which received their last increase in 1947, will undertake to obtain pay raises substantially above cost of living increase, but the attitude of the Wage Stabilization Board toward wage changes in a field listed, so far, as an unessential industry may be the determining factor, in this phase of negotiations. Participation in the producers' gross from the sale of theatrical films to television, as en-

(*Continued on page 3*)

Sees Concession Tax in Theatres

Boston, Oct. 1.—A tax on ice cream, candy, pop corn and such items sold in theatres and in other retail establishments is inevitable, in the opinion of Henry F. Long, Commissioner of Taxation for Massachusetts.

Addressing the 39th annual tax conference here, Long told his colleagues from all New England states and New York that new avenues of revenue must be opened to ease the burden of "overtaxed items," such as gasoline, liquor and cigarettes.

8 Theatre TV Sets For Denver Area

Denver, Oct. 1. — Eight theatre large-screen video units to be installed by National Theatre Supply have been contracted for in this area.

They are the Broadway and Victory in Denver; the Cober, Ft. Morgan, Colo., a United Enterprises house, and four Westland Theatres houses

Personal Mention

ARTHUR SILVERSTONE, 20th Century-Fox Eastern sales manager, will be in Boston today and tomorrow and will go to Chicago from there.

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HARRY GOLDSTEIN, Monogram Eastern exploitation representative, is in Hollywood from New York for conferences with JOHN C. FLINN, advertising-publicity director.

•

MAURICE N. WOLF, field assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak before the Morristown, N. J., Lion's Club, Oct. 9.

•

VINCENT TROTTA, judge of the Miss Universe contest, will leave here tomorrow for Bermuda by plane.

JUDY WAHN, publicity representative here for Herbert Wilcox Productions, will leave London for New York by plane today after attending the London and Edinburgh premieres of Wilcox's "Lady with a Lamp."

•

MARVIN ELKOFF of MOTION PICTURE DAILY's editorial staff, and MRS. ELKOFF became parents of their first child, a daughter, at the weekend.

•

WILLIAM LIESNER, Cleveland salesman for Columbia, has been transferred to Buffalo.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subjects and newsreel sales, has returned to his desk here following a short illness.

Del Mar Race Track Bought by Mayer

Hollywood, Oct. 1. — Joseph Schenck has announced the sale of his controlling interest in Del Mar Race Track to Louis B. Mayer and turf enthusiasts associated with the latter, in order to devote his full time to "my primary interest in motion pictures."

Set Expansion for New Film-TV Show

A deal for the national distribution of the television show, "What's Playing" currently is being concluded, Emanuel Demby, president of the Demby Co., producer of the show, declared here.

The show, seen three times a week over WJZ-TV, features scenes and trailers from motion pictures. Each telecast shows portions of a new picture, to help first-run houses, and a picture in release to help the neighborhood houses. The clips are supplied by the distributors in return for the free "plug" on the air.

At present Demby's "mutual cooperation deal" is with United Artists, Columbia, Monogram and Republic. He currently is discussing similar arrangements with 20th Century-Fox, Universal-International and Paramount.

Demby believes the program "is going to open the road to re-educating TV viewers to the scope, quality and excellence of motion pictures as seen in the theatre."

The programs feature Maggi McNellis as narrator. Efforts are made to introduce showmanship into all programs.

Exhibitor in Okla. Bids for TV License

WASHINGTON, Oct. 1.—No early action is foreseen by the Federal Communications Commission on the application by an Oklahoma City group which includes H. S. Griffing of Video Independent Theatres, the former Griffith Circuit, for authorization to establish a television station there.

Griffing, secretary of V.I.T., holds a 30 per cent interest in the petitioners' company, other officers and directors of interest being oilmen and industrialists. It is the first group in the area with theatre connections to apply for a television license.

United Artists Gets Fuller's First Film

"Park Row," screen story of the birth and growth of American journalism on the famed earlier New York newspaper street, marking Samuel Fuller's first independent production under his own banner, has been acquired for release by United Artists, president Arthur Krim reports.

Fuller is scheduled to put the picture before cameras in December.

U. S. Tax Bill

(*Continued from page* 1)

religious, educational or charitable group.

Both bills would base the tax on reduced price tickets on the price actually charged, rather than—as at present—on the full established prices. Passes would be tax-free under both measures. Since this provision is identical in both bills, it cannot be changed in conference, and is as good as law.

The House voted to exempt raw stock and other film and photographic equipment used by the film industry from the present excise taxes. The Senate rejected this provision. Its bill would merely cut the rate on photographic apparatus from the present 25 per cent to 15 per cent; it would leave the 15 per cent rate on film unchanged. Nov. 1 is the likeliest date for the excise changes.

House Agreement Seen

The House is expected to agree to the Senate's proposed corporate income tax rate increases—from the present 25 per cent to 27 per cent on the first $25,000 of income, and from the present 47 per cent to 52 per cent on the rest. The House bill would boost the rates to 30 per cent and 52 per cent, respectively. The tax increases will be retroactive to either April 1 or Jan. 1, 1951.

The Senate bill would also put a lower ceiling than would the House bill on the amount of a firm's income which the government can take in taxes. The Senate ceilings would range from 32 per cent for small, new firms on up to 69 per cent for the largest. The House ceiling would be a flat 70 per cent for all firms. The present ceiling is 62 per cent.

The Senate rejected the House provision to cut the excess profits tax credit from 85 per cent of the earnings in the best three of the four 1946-49 years to 75 per cent. Instead, it voted new excess profit tax relief provisions for growing firms, television broadcasters and many other groups.

A final provision of interest to the industry is the House proposal to deny multiple tax exemptions and credits to commonly-controlled firms. Exhibitors opposed this, and it was cut out by the Senate.

The Senate has already named its five conferees—Democratic Senators George of Georgia, Connally of Texas and Johnson of Colorado and Republicans Millikin of Colorado and Taft of Ohio.

New York Grosses

(*Continued from page* 1)

the Roxy. "A Millionaire for Christy," plus Josephine Baker on stage will open at the house on Thursday.

"David and Bathsheba" still is getting its share of customers at the Rivoli where the seventh stanza is seen racking up around $40,000, a nice figure. Radio City Music Hall on Thursday will get a new tenant, "An American in Paris," following the third and final week of "Captain Horatio Hornblower" and an accompanying stage show, which is due to chalk up $115,000 for the stanza.

"Groom" Satisfactory

The second week of "Here Comes the Groom" is due to give the Astor a satisfactory $27,000, while the third week of "Saturday's Hero" at the Victoria slipped to a so-so $14,000. "The Whistle at Eaton Falls" is scheduled to take over at the latter house on Oct. 10.

Around $9,000 is seen for the fifth and final week of "Rhubarb" at the Globe where "Journey Into Light" will open tomorrow. On the basis of reported S.R.O. business over the weekend for "The Magic Face" at the Criterion, the initial week, ending Friday, is expected to rack up a neat $19,000.

"Flying Leathernecks," plus Louis Prima's band on stage, is going strong in a second week at the Paramount, with around $70,000 indicated. About $33,000 is seen for the fifth week of "A Place in the Sun" at the Capitol.

"Tales of Hoffman" remains a consistent grosser, with a good $11,000 expected for a 26th week at the Bijou. Only $5,600 was recorded for the fourth week of "The Medium" at the Sutton, where J. Arthur Rank's "The Browning Version" has been booked but not dated.

2nd TV Experiment Planned by CDA

WASHINGTON, Oct. 1.—The Federal Civil Defense Administration will stage a second experiment with theatre television as a training medium shortly, probably sometime in Nov.

They said they definitely planned to make further use of theatre TV "if theatre television facilities are available and we can afford it."

CDA officials will meet in New York this week with theatre spokesmen to discuss the matter further, it was reported.

The government wants to know how many theatres will be available, how much, if anything the government will be charged to use them, what cable costs will run to.

"Right now the thing looks awfully good," one CDA spokesman said. "We like it and hope to use it a lot. We plan to have a second show, probably in November, and instead of having general training stuff, we'll concentrate on one particular training item. After we see how that goes and get some dope on costs, we'll know just how far we can go with the plan."

Wood to 'Movietime' Post

NEW ORLEANS, Oct. 1. — Gar Wood, publicity and public relations man here, has been appointed head of "Movietime in Dixie, U. S. A." advance publicity-advertising for the newspaper and radio regional business campaigns in Louisiana. H. G. Plitt of Paramounnt, Gulf Theatres has charge of Mississippi.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • VIRGINIA MAYO
"CAPTAIN HORATIO HORNBLOWER"
Color by TECHNICOLOR
A Warner Bros. Picture
plus Spectacular STAGE PRESENTATION

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN
FLYING LEATHERNECKS
TECHNICOLOR
In person! LOUIS PRIMA and his Orchestra
"KEELY" SMITH
The Vanderbilt Boys
Extra TONY BENNETT
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Television Football Has A Mild Start

CHICAGO, Oct. 1.—The large-screen TV showing of the Notre Dame-Indiana football game at the West Side Marbro, South Side Tivoli and North Side Uptown theatres here was a mechanical success but a financial disappointment with each theatre only one-quarter full at kickoff time. There was little or no resistance to the $1.20 admission price, the attraction undoubtedly being handicapped by limited promotion as a result of the deal for showing of the game being closed at the 11th hour. Those at the theatres were enthusiastic and the reception was excellent. Light attendance at this game parallels the experience of last year which saw meager crowds for the opening games but showed a marked increase as the season progressed. It was the first game to be telecast this season.

Football Telecast Fails To Draw at Albany Theatre

ALBANY, N. Y., Oct. 1.—Fabian's 1,550-seat Grand Theatre here drew less than one-third capacity for the closed circuit telecast of the Notre Dame-Indiana football game from South Bend, Ind., last Saturday. Special newspaper copy had been placed. Technical reception of the telecast was excellent.

PHILADELPHIA, Oct. 1.—Saturday's telecast of the Pennsylvania-California football game by the CBS color system was generally regarded as "disappointing." After the novelty of color on the small picture screens wore off, numerous technical flaws were apparent and many viewers complained of eye strain. The telecast was one of the first sustained demonstrations of the system available to the public but very few are believed to have seen it due to the fact that few sets are equipped to receive the color telecasts.

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS
of
"DRUMS IN THE DEEP SOUTH"
ATLANTA—RKO Scr Room, 195 Luckie St., N.W., Thursday, October 4, 2:30 P.M.
CHARLOTTE—Fox Scr. Room, 308 S. Church St., Thursday, October 4, 2:00 P.M.
MEMPHIS—Fox Scr. Room, 151 Vance Avenue, Thursday, October 4, 2:00 P.M.
NEW ORLEANS—Fox Scr. Room, 200 S. Liberty St., Thursday, October 4, 2:30 P.M.

MITCHELL MAY, Jr. CO., INC.
INSURANCE
•
Specializing in requirements of the Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Rodgers Calls Meet

(*Continued from page* 1)

F. Seadler, Dan S. Terrell, John Joseph, H. M. Richey, M. L. Simons, William D. Kelly, Alan F. Cummings, Richard A. Harper, Joel Bezahaler, William Brenner, George Maurer and Bill Ornstein.

Also from the home office and field sales staff: Sales managers: John P. Byrne, Rudolph Berger, John S. Allen, John J. Maloney, Burtus Bishop, Jr., and George A. Hickey, Los Angeles; Field assistants to sales managers: Herman Ripps, Samuel J. Gardner.

Home office assistants: Paul J. Richrath, Leonard Hirsch, William I. Levine, Charles F. Deesen, Sidney Lefkowitz, Irving Helfont. District managers: Saal Gottlieb, Robert Lynch, Charles E. Kessnich, Walter E. Banford, Ralph W. Maw.

Cleveland Services For Sid Holland

CLEVELAND, Oct. 1.—Sid Holland, 53, manager of the Fairview Theatre, died suddenly at the weekend in Fairview Hospital of a heart ailment. Holland, well known in the industry operated theatres in Brockton, Mass., and in Indiana before coming to Cleveland. He is survived by the widow, a son, Robert, who manages the Shaw Hayden Theatre in Cleveland, two brothers, Harry, manager of a Fabian house in Brooklyn and Emanuel of N. Y. Funeral services were held yesterday in the Deutsh Funeral Home, with burial in Mt. Olive cemetery.

Thomas Urbansky, 66

CLEVELAND, Oct. 1.—Thomas Urbansky, 66, owner of the Lorain Theatre here, died at the weekend of injuries sustained in a mysterious attack in his Ontario Street leather store.

Trade Practices

(*Continued from page* 1)

table conference such subjects as print shortages and "bunching" of releases, revival of the issue is likely to meet with stiff opposition, observers here believe.

Only if the COMPO by-laws are amended to allow for treatment of trade practice problems would discussion of the subjects in question carry any real weight, it was pointed out.

Business Rockets

(*Continued from page* 1)

English product. Exhibitors diagnose this as showing that new theatre patrons have been developed. Started by the Fairmont, a deluxe first-run neighborhood house, this policy of offering outstanding English pictures has spread to the Mayland, another East Side deluxe house and to the Detroit Theatre on the West Side. A double feature showing of "Blanche Fury" and "Blue Lamp" had such a successful seven-day run last week that the theatre is bringing it back for a repeat run upon popular request.

Hollywood Newsreel Set by Screen Gems

A weekly "Hollywood Newsreel," that will bring news and highlights of happenings in Hollywood to the nation's television viewers, is being offered by Screen Gems, Inc., beginning early in November, it was announced.

L.A. Council Hails Work of Industry

Hollywood, Oct. 1.—The Los Angeles City Council today adopted a resolution reading, in part, "Whereas the motion picture industry now centered in our city has done much to demonstrate to peoples of the world the munificent benefits of the American way of life, and whereas the industry is counted among the greatest in our city, reflecting prestige and honor upon us all, be it resolved that the City Council of Los Angeles most heartily congratulate the motion picture industry and wish for it great success in its golden jubilee celebration known as 'Movietime U.S.A.'"

Settle Bunin, ELC Suit Out of Court

The suit and counter suit involving Pathe Industries and Eagle Lion Classics and Bunin Productions over the distribution of Bunin's "Alice in Wonderland," has been settled out of court.

According to papers filed in New York Supreme Court, the case was discontinued under a settlement which it is understood involved no monetary consideration.

Pathe Industries and Eagle Lion Classics sued Bunin Productions for $1,000,000 for non-delivery of "Alice," while Bunin countersued for $1,500,000, claiming Pathe failed to distribute the picture contravening an agreement. Distribution of the film now is by Souvaine.

Mulvey, McCarthy

(*Continued from page* 1)

discussion of the problem with McCarthy.

SIMPP's principal objection to the agreement with Spain that McCarthy brought back to New York following his recent tour of Europe centers in the requirement calling for payment to the Spanish government of $13,000 for each import permit.

The Society is against setting the precedent in a foreign film agreement of paying a government for permits. Apart from this objection, SIMPP opposes the limiting of permits to 100 a year, even though only 82 American pictures were sent into Spain last year.

House Group

(*Continued from page* 1)

the union shop provisions of the Taft-Hartley law.

The Hollywood unions not only want the requirement for a union shop election eliminated but, even more important, they want a shortening in the time within which a new worker must join a union which holds a union-shop contract. A bill to cut this time from the present 30 days to two days is pending before a Senate labor sub-committee. The latter group has an executive session tentatively set for Oct. 3 on this bill.

The bill approved by the House Labor Committee tomorrow would waive the present law's requirement for an election before the National Labor Relations Board can certify a union shop contract.

Product on TV

(*Continued from page* 1)

joyed by the AFM, also is being demanded, although a percentage figure has not been divulged. Establishment of a pension fund, insurance and hospitalization systems, also are among the demands.

Meanwhile, Screen Actors Guild sub-committees appointed last week to handle particularly intricate phases of the Guild's negotiations with major producers for a new contract are making satisfactory progress and are expected to report back Oct. 9. Generally considered uppermost on the Guild negotition agenda is producers' sale of theatrical films to television, against which the Guild will ask outright prohibition. Guild spokesman today said this is a matter over which the SAG conceivably could call the first studio strike in its history.

Johnston Head

(*Continued from page* 1)

announced by Dr. Everett R. Clinchy, NCCJ president.

"In its efforts to advance the principle of brotherhood through justice and fair play," Johnston stated, "the National Conference of Christians and Jews is lending strong impetus to the building of a better and stronger America. In turn, this serves to buttress the entire Free World, for much of its strength is drawn directly from America."

Johnston will work with the NCCJ national co-chairman, Benson Ford, vice-president, Ford Motor Co.; Thomas E. Braniff, president, Braniff International Airways; and Roger W. Straus, chairman, American Smelting & Refining Co.

Schine, Majors

(*Continued from page* 1)

Oswego and the Pontiac in Ogdensburg.

The plaintiff claims that the defendants violated the Sherman anti-trust law in monopolizing "top bracket" films and that Martina will be unable to continue the two theatres in business on a competitive basis. The plaintiff claims damages of $110,000 as its purchase price for the two theatres, $65,000 for improvements made, $25,000 for losses in revenue and $80,500 for what would have been its profits. Treble damages are asked.



Motion Picture Daily Feature Reviews

"Havana Rose"

(*Republic*)

CHUNKS of zany comedy are punctuated with musical interludes in a routine entertainment in "Havana Rose." Effervescent Estelita plays the focal role, providing the vocal numbers as well as the plot entanglements.

Estelita's father, the ambassador of mythical Lower Salamia, is pressing hard to raise a $5,000,000 loan for his country. Just as he is about to get Hugh Herbert and his domineering wife, Florence Bates to sign for the loan, Estelita comes bouncing in, accidentally knocks a pot of coffee over the signatories, and thus upsets the deal.

In a wild series of slapstick events that follow, Estelita disguises herself as a gypsy fortune teller and tries to lead Herbert to believe that the stars are right for his signing the loan.

In the meantime an insurrectionist group in Lower Salamia is out to spike the loan, even if it has to resort to assassination. Thus through a mistaken identification mixup, Estelita is presumed to be Miss Bates and comes close to death. Luckily for her, she has fallen in love with Bill Williams, a strapping cattleman, who soon disposes of the would-be assassins.

Among the songs in the picture are "Noche De Ronda," "Babalu," and "Repiquetea Timbalero." Sidney Picker was associate producer and William Beaudine directed, from a screenplay by Charles E. Roberts and Jack Townley.

Running time, 77 minutes. General audience classification. Release date, Sept. 15. MANDEL HERBSTMAN

"The Medium"

(*Transfilm*)

A PICTURE of exquisite delight and satisfaction is offered in this cinematic version of Gian-Carlo Menotti's English-language opera, "The Medium," which won rare critical claim and an extended run on Broadway in 1947. It shapes up as top-grade product for discriminating houses. The selective patron will find this sensitively photographed, expertly acted drama a rewarding adventure in screen entertainment. Filmed in Italy and directed by author Menotti, "The Medium" is a rare artistic blend of realism and poetry. Marie Powers, who starred in the original stage production, is the spiritualist of the title. She is a powerful, tragic figure, who, with less competition, would dominate the picture. However, every member of the cast (many of whom appeared in the stage presentation) gives a flawless performance. The best known player is young Anna Maria Alberghetti, the Italian prodigy. She is completely captivating as the medium's sensitive daughter.

The story is simple, but it is a perfect vehicle for Menotti's superb musical score. Miss Powers earns her living by pretending to communicate with the dead. With the aid of Miss Alberghetti and Leo Coleman, a mute gypsy boy, she has won a wide reputation for her occult powers. One day, while practicing her fraudulent art, the medium feels a hand clutch her throat. Terrified that she has, in fact, come in contact with the spirit world, Miss Powers suffers a complete breakdown. She suspects the mute boy of having touched her as a prank, but he is unable to express his innocence. Ridden by fear, Miss Powers is soon transformed into a drunken neurotic. Her decline is reminiscent of a Greek tragedy. She vents her wrath on the gypsy boy, sending him from the house. Then one night, Coleman reenters the medium's home to visit Miss Albergetti, whom he loves. Miss Powers hears a noise behind a screen and thinks it is a spirit come to torture her. She shoots and the gypsy boy falls dead.

Many talents contributed to make "The Medium" a tragedy of classic proportions. Much of the credit must go to Menotti and the inspired cast, but Enzo Serafin, too, deserves a deep bow for his vivid camera work. The Symphony Orchestra of Rome, under Thomas Schippers, provided the music. Walter Lowendahl produced, and Milton Perlman was associate.

Running time, 85 minutes. General audience classification. Release date. not set. M. HERBSTMAN

"The Basketball Fix"

(*Jack Broder—Realart Pictures*)

THE STORY of corruption in college basketball, recently carried on the front pages of newspapers throughout the country, is here given a graphic motion picture treatment. There is no subtlety of rendition to the drama but it is indeed a good exploitation picture.

The story follows the career of Marshall Thompson, a promising young basketball player who falls into the clutches of a big-time gambler, William Bishop. Thompson is told that all he need do to earn big "rewards" is to do less than his best on the court. Presently his conscience bothers him about it and when he decides to quit he learns to his chagrin that the underworld will not permit him to without reprisal. The romantic element that threads through the story centers around Thompson and Vanessa Brown, a young beauty whom he met at a swimming pool in a fashionable resort.

John Ireland rounds out the cast as a sports writer who wages a campaign against dishonesty in sports and goes a long way toward influencing Thompson for the better. The screenplay, by Peter R. Brooke and Charles Peck, Jr., present the plight of Thompson in sympathetic and understandable outlines. In the finale, Thompson refuses to be intimidated by the racketeers and goes on to win a crucial game. The promise of cleaner sports is in the offing as the police close in on the corrupt elements. A Jack Broder Production, it was produced by Edward Leven and directed by Felix Feist.

Running time, 68 minutes. General audience classification. September release. M. HERBSTMAN

"The Lady from Texas"

(*Universal-International*)

A CHARACTER study of an eccentric old lady is sketched against an outdoor action-drama background in "The Lady from Texas." Produced in Technicolor by Leonard Goldstein, the film is made along conventional lines and is designed to meet the needs of many situations. It has comedy, gunplay, fisticuffs and romantic complications.

Josephine Hull, who portrayed the pixilated lady in "Harvey," plays a similar role in this one, as the owner of a ranch which villain Craig Stevens covets because a railroad line is expected to run through it. Other aspects of the story center around Howard Duff, a fighting cowboy with a reaction against "being pushed around"; Mona Freeman, a genteel young lady with a crush on Duff and a protective instinct for Miss Hull; Jay C. Flippen, a comic sheriff, and Gene Lockhart, a country judge.

After pulling some strings, Miss Freeman manages to recruit Duff to her side to protect Miss Hull's interests. It seems that Miss Hull has escaped out of the world of reality into the realms of hallucination. Thus she keeps a skunk as a pet, talks to animals, and maintains that her husband, long dead, is still alive. As part of the scheme to get her property, Stevens brings proceedings to have her declared not responsible. In an unexpected turn, Miss Hull wins the admiration of both judge and court spectators by reciting a personal letter from President Lincoln in which he asked that the memory of her heroic husband be kept alive. In mood with the happy ending is the marriage of Duff and Miss Freeman, and a clout on the jaw for bad boy Stevens.

Joseph Pevney directed, from the screenplay by Gerald Drayson Adams and Connie Lee Bennett.

Running time, 77½ minutes. General audience classification. For October release. M. HERBSTMAN

"Silver City"

(*Paramount Pictures*)

A COMBINATION of name stars, action and sweeping scenery of the West in Technicolor are the exploitable angles in "Silver City," which follows the standard plot found in most Westerns. In situations which attract audiences which like such features, it should do satisfactorily.

Top stars Edmond O'Brien, as a hard-hitting miner, and Yvonne De Carlo, who falls in love with him, perform competently. Barry Fitzgerald as an old, penny-pinching, colorful villain, turns in another excellent performance, although the film would have been strengthened if he had a bigger role.

The story opens with a hold-up staged with the connivance of O'Brien, who is an assayer. His partner, played by Richard Arlen, finds out about O'Brien's part in the hold-up and plagues him for years throughout many mining camps, although O'Brien returned all the money gained in the robbery and is following the straight and narrow path. Things reach a climax when O'Brien opens an assay office in Silver City. There, ailing Edgar Buchanan and his daughter Miss De Carlo, strike it rich in a mine leased from Fitzgerald.

Following many twists and turns of the plot, highlighted by fisticuffs, O'Brien is finally convinced to join Miss DeCarlo's father in the mining venture. Always stalking in the background is O'Brien's past and Fitzgerald's scheming efforts to thwart the mining venture. O'Brien finally is marked to be killed, but turns the tables and shoots his would-be assassin.

Others in the cast include Gladys George, Laura Elliot, Michael Moore and John Dierkes. Produced by Nat Holt with Harry Templeton as associate producer, the film was directed by Byron Haskin, from a screenplay by Frank Gruber, based on a story by Luke Short.

Running time, 90 minutes. General audience classification. For December release. MURRAY M. HOROWITZ

"The Path of Hope"

(*Lux Films*)

THE deeply moving story of a group of people on a work-seeking odyssey from Sicily to the Italian Alps, "The Path of Hope" arrives in this country with an impressive string of Italian, French and German awards to its credit. In the tradition of recent Italian imports, it is a starkly realistic drama that will find a ready acceptance among art house audiences. There is no escape here, however, for the patron, burdened by his own woes, who seeks light entertainment.

The action opens in a poor Sicilian town whose economy depends upon a sulphur mine and then moves slowly up the Italian boot. With the closing of the mine, a group of desperate, jobless men, their women and children succumb to the arguments of an unscrupulous guide and determine to emigrate illegally to France, where they hope for a chance to work. The trip is dogged by bad luck as the impoverished miners trek north. The guide absconds with their money, the emigrants are arrested in Rome, they are beaten by strikers in northen Italy, and a rejected lover betrays them.

All ends happily, however, as the Sicilians, their number greatly reduced, finally arrive in France to start a new life. The central characters, who, incidentally, provide the romantic interest, are Raf Vallone, who emerges as the leader of his fellow miners, and beautiful Elena Varzi, a wicked woman reformed by the love of a good man.

The film was skillfully directed by Pietro Germi, and Leonida Barboni is responsible for the imaginative camera work. Luigi Rovere produced.

Running time, 104 minutes. Adult audience classification. Release date, not set.

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 66 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 3, 1951 TEN CENTS

ECA Releases $2,167,870 To 10 Firms

Convertibility Okayed For Rentals in Germany

WASHINGTON, Oct. 2.—The Economic Cooperation Administration today announced contracts with 10 film companies guaranteeing them convertibility into dollars of $2,167,870 of their earnings on 58 specified features and 32 short subjects distributed in Germany during the 1950-51 film year. ECA officials said one more contract, amounting to about $60,000, still has to be signed.

Last year, total guaranties to film companies for distribution in Germany eventually topped the $3,000,000 mark.

However, those contracts covered from Jan. 1, 1950, to Dec. 31, 1950.

(*Continued on page 5*)

To Ask Publicists Here to Decide Among Three Unions

Publicists at film companies' home offices will soon be called upon to decide among themselves the union representation which they, as a group, prefer. The call reportedly will come from the IATSE.

With their labor union loyalties now divided among three organiza-

(*Continued on page 2*)

AFL's William Green Lauds Coast Unions

Hollywood, Oct. 2.—AFL president William Green, presiding at a celebration at the Palladium here of the 50th anniversary of the American motion picture theatre, paid tribute to Hollywood unions for their fight against the Reds. He said, "A few years ago, when the Communists started to demonstrate their strength, a number of unions, including the IATSE and the Screen Actors Guild, fought Communism in Hollywood. They prevented the Communists from taking over the unions in Hollywood."

Sales Heads, Riled at Allied's Recording Advice, May Be Silent at Convention

A number of distribution executives, still resentful of the recent advice of Trueman Rembusch, Allied States president, on having recording devices installed in exhibitors' offices for use while film salesmen quote playing terms, indicate that the matter may be revived at Allied's convention here late this month.

Several said they were uncertain whether or not to accept invitations to attend the convention "in an atmosphere of suspicion and distrust" such as that evidenced by Rembusch's suggestion, made at the recent convention of West Virginia Allied at Charleston, or how freely they could speak, if they did accept.

Others, indicating they would welcome invitations to the Allied States convention, said they would consider using the opportunity to tell Allied what they thought of the Rembusch advice and its implications for current and future exhibitor-distributor relations.

Still others shrugged off the Rembusch suggestion, asserting their belief that exhibitors would ignore it and many would not want to have some of their own buying proposals on a playback record.

'Overwhelming' Support of Colosseum Given by Loges

OMAHA, Oct. 2.—"Overwhelming" support of the national Colosseum of Motion Picture Salesmen has been indicated in reports from the 32 loges scattered throughout the country, David Beznor, Colosseum general counsel, said here.

Only the Chicago loge has bolted the national organization in consequence of disagreement over the $7-per-week salary increase secured by the Colosseum negotiating committee. Minneapolis loge members are reported to be dissatisfied with the amount of the increase, but have indicated their intention of remaining within the national organization. Omaha is expected to ratify the pact.

The convention, which will start here Friday will vote on acceptance or rejection of the new wage agreement, Beznor reminded. Additionally, he said, the convention will act on proposals for Colosseum affiliation.

(*Continued on page 2*)

Pioneer Foundation Begins Operation

The industry yesterday made final arrangements to assure the care of its needy with the announcement by the Motion Picture Pioneers of the full-scale operation of The Foundation of Motion Picture Pioneers, Inc., whose purpose it will be to establish a self-perpetuating fund to assist pioneers of the industry who find themselves in need.

This assistance will take the form of direct financial aid, medical aid and temporary subsistence during periods of unemployment, and, wherever possible, an attempt to secure employment for eligible applicants

With the formal launching of the

(*Continued on page 5*)

'IA', Major Studios Open Negotiations

HOLLYWOOD, Oct. 2.—IATSE president Richard Walsh, international representatives Roy Brewer and Zeal Fairbanks, accompanied by business agents of all IATSE studio locals, met here today with major studio representatives at Association of Motion Picture Producers headquarters in the opening phase of negotiations for pay

(*Continued on page 2*)

Stock Firm Strong For Films' Future

The motion picture box-office upturn is more likely to gain momentum than not, Paine, Webber, Jackson and Curtis, investment brokers, state in a customers' report issued yesterday.

Painting a highly optimistic picture of industry prospects, backed by sound reasoning, the report points out that "hard goods competition for the dollar has passed its peak" and a "more normal share of the consumer dollar should be available for entertainment from here out."

Expanding television, including ending of the Federal Communications Commission's "freeze" on construction

(*Continued on page 5*)

'Movietime' Nationwide Tieups Set

Compo Takes First Steps To Supplement Promotion

"Movietime U.S.A." yesterday entered a sphere of promotional activity which for long has been part and parcel of industry publicity, namely tieups. The industry's year-long box-office drive to commemorate the golden jubilee of the all-film theatre will receive added impetus from the nationwide publicity staffs of Trans-World Airways and the National Community Chests organization, it was reported here yesterday by the Council of Motion Picture Organizations.

It is expected that additional tieups will be achieved by COMPO in behalf of the "Movietime" campaign, and that ultimately a vast network of supplemental promotion activities will be in force.

COMPO reported that all TWA

(*Continued on page 5*)

NEWS FLASHES

United Artists' billings, continuing their steady increase, have neared the $360,000 mark for each of the two most recent weeks. The gross gives the company a profit of nearly $10,000 weekly. If operations continue at that pace, UA could be in the black for 1951 by Dec. 1 to 15.

•

Washington, Oct. 2.--The A.M.P.P. and the SAG have asked the Salary Stabilization Board to go to Hollywood as part of their investigation on talent salaries. Meanwhile, the number of witnesses asking to be heard at committee hearings in New York have forced a one-day hearing to be expanded to three, Oct. 22-24.

Personal Mention

ABRAM F. MYERS, Allied States board chairman and general counsel, arrived in New York yesterday from Washington.

•

RHODA BERGMAN, secretary to PHIL GERARD, Universal Eastern publicity manager, will be married Sunday at Tremont Temple, Bronx, to CHARLES K. HEPNER, advertising executive.

•

DOUGLAS FAIRBANKS, JR., arrived here from the Coast yesterday for meetings with W. J. HEINEMAN and MAX YOUNGSTEIN, United Artists vice-presidents.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, who was scheduled to arrive here yesterday from Europe, is due in today instead.

•

BERNARD JACON, Lux Film vice-president, will return to his office today after recovering from a minor operation at St. Clare's Hospital.

•

GAEL SULLIVAN, Theatre Owners of America executive director, was confined to his home here yesterday with a cold.

•

ALFRED SANTELL, GEORGE SANDERS and ROBERT SHACKLETON returned here from Europe on the *S.S. Ile de France* Monday.

•

ROBERT W. COYNE, special counsel to COMPO, returned here yesterday from Oklahoma City.

Wahn Is Warner Liaison on Tour

Graham Wahn of Warner Brothers home office publicity staff, has been named WB studio representative on the "Movietime U. S. A." stars tour, by Mort Blumenstock, Warner's advertising-publicity vice-president and chairman of the tour.

Wahn will retain the post of New York representative for the studio following the tour of the stars.

N. D. Golden on Tour

WASHINGTON, Oct. 2.—National Production Authority film chief Nathan D. Golden leaves tomorrow for about two and a half weeks of convention-attending. Golden will go first to Toronto for the Variety Clubs International meeting. From there he will go to Los Angeles for the TESMA-TEDA meet and the SMPE convention. While on the West Coast he will discuss NPA's conservation and construction programs with studio purchasing agents. He will return to his desk on or about Oct. 22.

Wm. Alexander, 77

William Alexander, 77, veteran film producer and former theatrical manager, died here Monday at St. Clare's Hospital after a week's illness. He was head of the Irish-American Film Co. and Adventure Films, Inc.

See No Film Issue In U. K. Elections

LONDON, Oct. 2.—The outcome of Britain's general election on Oct. 25 holds no immediate significance for the film industry.

If the Socialists are returned to power there will be little, if any, change in the government's film policy. On the other hand, the Tory party election manifesto contains no direct reference to the film industry and it is unlikely that a Tory government would find time for film legislation this year.

Both parties have pledged themselves to hold an inquiry into the incidence of entertainment tax.

Cinematograph Exhibitors Association's tax committee will meet tomorrow to formulate a campaign. Exhibitors will seek the support of all Parliamentary candidates in their fight against the tax.

To Ask Publicists

(*Continued from page* 1)

tions—IATSE Motion Picture Home Office Employes, Sign Painters, Pictorial and Display Artists, and the Distributive, Processing and Office Workers of America—the publicists stand little or no chance of winning "acceptable" contracts from the companies, according to union officials.

It is expected that Richard F. Walsh, "IA" international president, will make up his mind within the next few weeks whether he is willing to set up a special niche in the "IA" household for publicists. Heretofore, Walsh has exhibited reluctance to make room in the union for workers of that classification. Now, however, since "IA" Home Office Employes Local No. H-63 recently gathered into its fold Paramount's home office publicists, Walsh's reluctance is said to have given way.

Local No. 230 Disturbed

H-63's winning of the Paramount workers in a recent National Labor Relations Board election has disturbed Local No. 230 of the Sign Painters, Pictorial and Display Artists which two years ago was certified at the RKO Radio home office but has not yet negotiated a contract there. Both are AFL unions, and concern is manifest that an intra-union jurisdictional dispute may break open. Local No. 230 has hoped the "IA" would be willing to turn the Paramount workers over to its sister AFL affiliate, but the "IA's" position at present is that the publicists throughout the home offices should be asked to decide among themselves on a union of their collective choice. DPOWA, meanwhile, is understood to be firmly entrenched at Columbia and 20th Century-Fox. At Warner Brothers, Universal and Republic, none of the three unions has an upper hand, it is understood.

Mother of Patterson

SAN FRANCISCO, Oct. 2.—Funeral services will be held here tomorrow for Mrs. O. G. Bingham, 76, mother of Pat Patterson, Astor Pictures franchise partner here with Robert Savini. Mrs. Bingham died last night at her home in Pacific Grove.

Hugh Owen Presides At Boston Meeting

Tomorrow, and for the following two days Boston will be the scene of the fifth and next to the last of the regional Paramount sales meetings now underway. Hugh Owen, Eastern and Southern division sales manager, will conduct the session, which will be attended by A. W. Schwalberg, president of Paramount Film Distributing Corp.; E. K. (Ted) O'Shea, vice-president, and Jerry Pickman, director of advertising publicity, and seven regional executives.

The seven include: A. M. Kane, assistant Eastern and Southern division manager; Henry Randel, New York district manager; and the following branch managers: Myron Sattler, New York; John Moore, Boston; Henry Germaine, New Haven; John W. Brown, Buffalo; E. V. Maloney, Albany.

The agenda for the meeting will be sales and promotion plans for "A Place in the Sun," "Rhubarb," "When Worlds Collide," "Submarine Command," "Detective Story," "My Son, John," "Carrie," "Aaron Slick from Punkin Crick," "Sailor Beware" and "The Greatest Show On Earth."

Colosseum

(*Continued from page* 1)

John L. Lewis' United Mine Workers union has invited the film salesmen to join District No. 50, the UMW's so-called "catch-all" unit, it is reported.

The sessions will be held at the Hotel Fontenelle, with William Wink, Omaha loge president, in charge of arrangements. The Omaha group on Thursday will sponsor a get-together of delegates. Executive sessions will be held on Friday followed by general meetings on Saturday and Sunday.

Cleveland Salesmen Undecided

CLEVELAND, Oct. 2.—The Cleveland Colosseum loge has voted to give its delegate to the Colosseum convention, full authority to act in its behalf in regard to accepting or rejecting the $7 weekly and $1 a day expense account boost now pending. Previously the loge had voted to accept the new wage boost without qualifications.

'IA,' Major Studios

(*Continued from page* 1)

raises and other adjustments allowable under existing contracts.

Unofficial reports that wage increases averaging about 25 per cent will be sought could not be checked immediately, but the trade heard that IATSE has compiled data purporting to show that living costs have increased that much since unions received their last raise in 1947.

Broder Firm Registers

ALBANY, N. Y., Oct. 2.—Jack Broder Productions, Inc., Los Angeles, has registered with the Secretary of State a certificate for a New York office for the motion picture and theatrical business. Jack Broder is president. Broder produces for Realart Pictures.

Newsreel Parade

BASEBALL'S finale and the Kaesong talks are currently highlighted. Other items include personalities in the news, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 86—Reds still snag Kaesong talks. Blood appeal by Joe E. Brown. This elephant won't forget. Smallest "G. I." has problems. News from the sports world: Giants-Dodgers battle for flag. Football.

NEWS OF THE DAY, No. 210—Parachuting nurses. Call for blood. New York hails Italian Premier. Glamor on parade. Sensational baseball windup. Army routed in first game. Irish triumph in opener.

PARAMOUNT NEWS, No. 13—Battle on the beetle. Fashions. Canada's Prime Minister in Washington. People in the news: Henry F. Grady, Gen. Eisenhower. Joe E. Brown makes blood appeal. Army-Villanova. Notre Dame-Indiana. California-Penn.

TELENEWS DIGEST, No. 40-A—Czech official flees to freedom. Aftermath of Texas drought. European conference in Hamburg. Haile Selassie receives Italian ambassador. Fashions in hats. Army loses opener.

UNIVERSAL NEWS, No. 492—Fashion awards. Seeds for Asia. Joe E. Brown makes blood appeal for "G. I.'s". Smallest airman. Sports flashes: Army-Villanova; California-Penn; Texas-Purdue.

WARNER PATHE NEWS, No. 15—Baseball's nail-biting finale. Football. Canada's Premier meets Truman. UN and Red officers talk in Kaesong. France: Honor Gen. Eisenhower. New York: Need a wardrobe? try a scarf. Joe E. Brown appeals for blood.

SPG to Seek Basic Wage Rate Increase

HOLLYWOOD, Oct. 2.—The Screen Publicists Guild will seek an increase in the basic wage rate for senior publicists from the present $173.55 weekly to $250 when the executive board opens negotiations with major producers on Oct. 20. The Guild will also seek improvements in severance rules, vacation provisions, plus pension and welfare funds if other unions obtain them. The contract, reopenable now for wage changes, has two years to run.

SDG Announces New Insurance Plan

HOLLYWOOD, Oct. 2.—The Screen Directors Guild announced the signing of an innovational group insurance contract with the Occidental Life Insurance Co. of California which provides each member in good standing, whether a director or assistant, with a substantial life insurance policy at no cost to himself.

No increase in dues and no assessments are involved, the whole cost being borne by the Guild.

Florida Showmen to Meet on Oct. 22-23

JACKSONVILLE, FLA., Oct. 2.—Motion Picture Exhibitors of Florida will hold their annual meeting at the George Washington Hotel here on Oct. 22-23.

Speakers will include Gael Sullivan of the Theatre Owners of America and Arthur Mayer of COMPO.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Did You COMPARE...

The TOA Convention is over. The men who spoke many words, those who debated, and the many who listened to and pondered upon what was said . . . they have returned to their home territories, near and far throughout the nation.

But the echo of thoughtfully uttered words and their sincerity of purpose will linger in the minds of many . . . and out of all of this, the industry must gain through converting the wisest of those words into sound and live action.

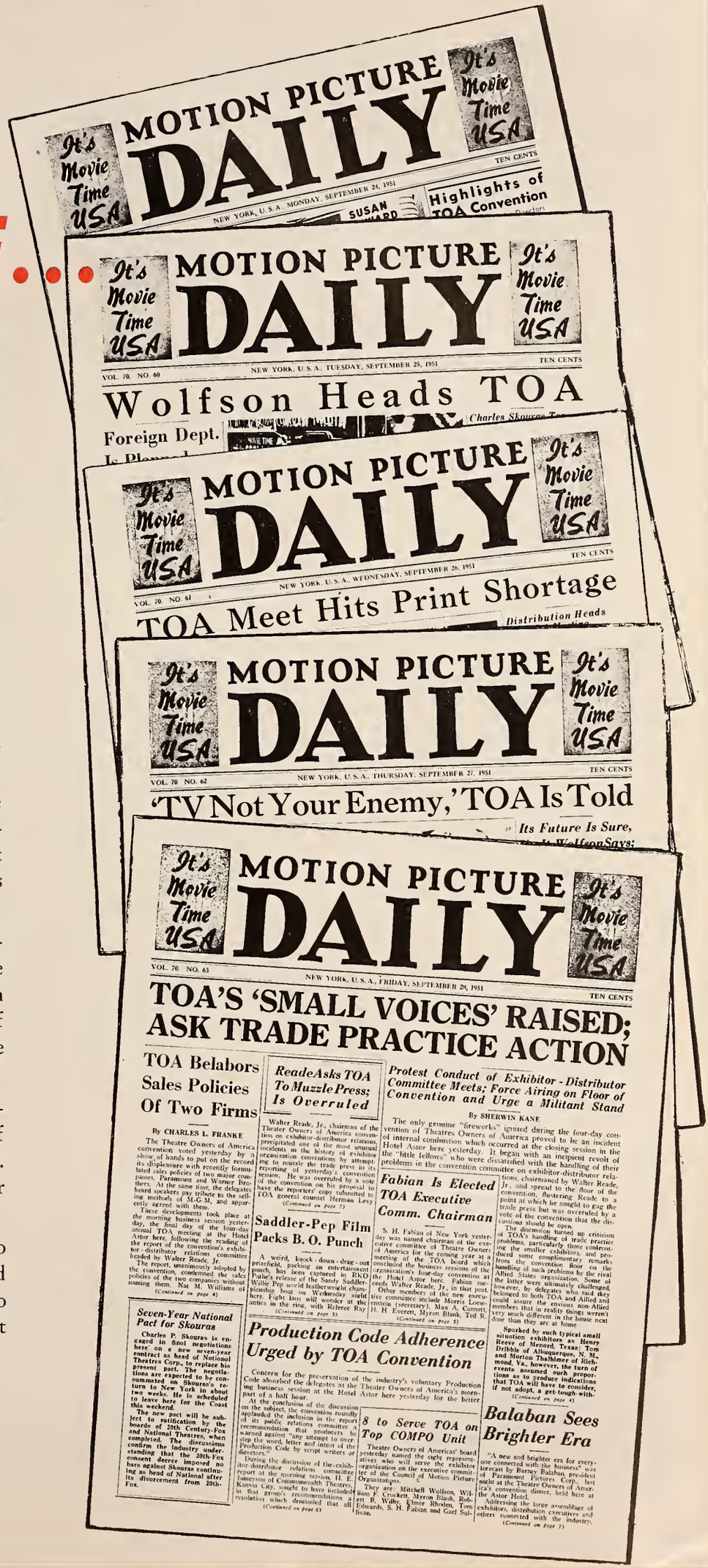
Recognizing the opportunity for fast, thorough and effective news reporting to the trade, Motion Picture Daily has again demonstrated the particular kind of service that can be supplied only by a daily trade paper that is effectively staffed and equipped to render such service.

DID YOU COMPARE—the thoroughness of the news coverage—the editorial weighing of its signicant aspects—the calibre of concise comment on each day's happenings—and the speed of this trade reporting service?

Each morning, to all attending the Convention, MPD brought its recorded account of the events of the previous day in clearly set forth words and pictures—and for its thousands of other subscribers, unable to leave their home areas, each day's issue was sped to the mails.

MPD did not forget that while the Convention ended Thursday, there was still the job of reporting the events of that important day. The MPD issue of Friday morning devoted over sixteen columns to the subject.

Despite the increased press run, requests to purchase extra copies on Friday alone totaled almost a thousand more than we were able to supply. We are happy indeed with the verdict of the many who did compare.



National Pre-Selling

MARIA RIVA, Marlene Dietrich's daughter, adorns the cover of the October *Ladies' Home Journal*, wearing a Lily Dache green hat, and Omar Kiam green coat, selected by associate editor Wilhela Cushman, all in support of a feature story, "I Couldn't Compete with My Mother," by Selma Robinson. Also, there is a pertinent paragraph in Ann Batchelder's "Line a Day"—read by 10,000,000 women—in praise of Elizabeth Taylor in "A Place in the Sun" which Miss Batchelder says she will see again. The 266-page issue contains a page from Paramount and two cooperative pages featuring Rhonda Fleming and Virginia Mayo. The *Journal* is close to the grassroots, with its circulation of 4,600,000 at the newsstand price of 25 cents a copy.

•

The New York *Sunday News*, on Nov. 11, will devote its entire Color-oto Magazine section to motion pictures, marking the third consecutive year for this impressive annual. This year, it has "Movietime U.S.A." as a particular inspiration and movie attendance all over the country should be stimulated. The *Sunday News* has a circulation of 4,000,000 and this generous support of motion pictures sets a fine example for other newspapers with color gravure presses. Leaders of the film industry have been loud in their praise of the *Sunday News* for this contribution by the country's biggest newspaper to the current campaign.

•

A unique herald which utilizes the cover of the best-selling book from which the film is adapted has been made part of the showmanship accessories prepared by 20th-Century-Fox for "The Desert Fox," the film story of the exploits of General Rommel, in which James Mason portrays the German military hero. The jacket information serves also as pre-selling for the film, which has the same merit as a motion picture that it had in book form.

•

Mike Simons, assistant to H. M. Richey, head of exhibitor relations for M-G-M, has just completed conducting the first program of a new series of motion picture appreciation classes inaugurated at Springfield, Mass., under the auspices of the Springfield Motion Picture Council, with the cooperation of George Freeman, manager of Loew's Poli Theatre. Two assembly periods of 45 minutes each at Buckingham school were attended by 1,000 students and the school authorities immediately requested that the programs be continued to reach the entire grade and high school student body of the city, which will be done soon. The program was discussed at the first 1951-52 meeting of the Motion Picture Council, at the Springfield Art Museum.

•

In a tiein with Chesterfield, a full-page, four-color ad featuring Steve Cochran, with credit for his appearance in Warner Brothers' "The Tanks Are Coming," will appear in 25 national magazines to coincide with the picture's release date in November.

•

November breezes will be fluttering two special pirate pennants, as advertising for 20th Century-Fox's "Anne of the Indies" across the nation. Designed to make every playdate a "banner" one, the company is making the two four-color pennants available at National Screen branches, at a price below cost to manufacture. Top sheet music and recording tieups will benefit this and another George Jessel production, "Golden Girl" with promotion of two top songs, both written by the producer, and published by Robins Music Corp. "California Moon," from "Golden Girl," has already been recorded by Bing Crosby for Decca, and Dennis Day for RCA.

•

Paramount's "Submarine Command," which is set for release in November, will be kicked-off in spectacular fashion with 21 selected prerelease engagements in late October. This 21-gun salute to the picture is scheduled for Norfolk, Washington, Baltimore, New London, San Diego, Portsmouth, Portland, Providence, Richmond, Chicago, Corpus Christi, San Francisco, Oakland, Pensacola, Jacksonville, Key West, Charleston, Boston, New Orleans, Memphis and Newport — all important naval bases. Field representatives have been assigned to each area to assure maximum penetration of publicity.

•

A special 16-page booklist on motion pictures has been published by Warner Brothers in connection with the 25th anniversary of talking pictures. The brochure includes annotations of books and periodicals about various phases of motion picture production. The list has been brought up to date, and includes comment by national education leaders. Copies of the brochure have been distributed to schools, colleges, libraries and civic and community organizations, from coast to coast.

•

Seventeen *magazine, the October issue of which carries a full-page ad for Columbia's "Sunny Side of the Street," follows through by mailing proofs of the ad with a promotional letter to exhibitors all over the country, informing them that the film is "perfect entertainment" and telling them the full-page ad will have* Seventeen's *2,500,000 readers eagerly awaiting local playdates.*

•

Adding another weapon to the showmanship arsenal being assembled for the $15,000 exploitation contest for the upcoming 20th Century-Fox picture, "The Day the Earth Stood Still," the company is printing a special four-page herald in the form of a startling tabloid newspaper, covering the landing of a strange inter-planetary space ship. Initial printing runs to 1,000,000 copies, which will be available at cost through NSS branches.

WALTER BROOKS

Review

"The Man With A Cloak"

(Metro-Goldwyn-Mayer)

A PICTURE of curious moods and turns, "The Man With a Cloak" has its best box-office asset in the cast headed by Joseph Cotten, Barbara Stanwyck, Louis Calhern and the young French actress Leslie Caron who made her debut here in "An American in Paris." Set in New York during the gaslit era, Frank Fenton's odd screenplay spins a story about a dying old rascal who served under Napoleon and three persons waiting like vultures for him to pass on so they can inherit his fortune. The retired soldier of eccentric and explosive temperament is played by Calhern and the three persons of sordid patience are Miss Stanwyck, Joe De Santis and Margaret Wycherly.

Cotten plays a strange and shadowy figure, obviously a man of letters, who spends most of his time imbibing wine in the neighborhood tavern. He is enchanted one day when Miss Caron comes to the tavern to enlist his aid. Her fiancee, a French idealist engulfed in political ferment, has sent her to see his relative, Calhern, in order to obtain funds. What ensues is a grim game of combat between Miss Caron and the waiting trio.

Based on a story by John Dickson Carr, the picture is pervaded by a brooding, meandering mood. As the story proceeds to its climax there are a series of melodramatic outbreaks, including the sudden death of Calhern and the disappearance of his will. In the mad scramble that ensues Cotten rises to worthy heights, finds the will which yields Miss Caron the fortune she sought, and then disappears. For those wondering who the anonymous Cotten is, a scribbled poem provides the clue. He is Edgar Allen Poe. Stephen Ames produced and Fletcher Markle directed.

Running time, 81 minutes. General audience classification. Release date, Oct. 19.

MANDEL HERBSTMAN

Film Trailer Ready For BBC Telecast

LONDON, Oct. 2.—"Current Release," the British film industry's experimental television trailer, carrying excerpts from four films, with commentary, has been completed. It runs for 30 minutes and will be screened privately in the trade before being released to British Broadcasting Company's TV service.

Subject to exhibitor approval, it is planned to make similar trailers every two weeks, distributors to determine the pictures to be included in each. The picture publicity value of the trailers is expected to determine whether or not their production is to continue.

ELC, Film Classics Suit Motion OK'd

A motion granting a bill of particulars in Eagle Lion Classics' $500,000 suit against Irving Kaufman, an assignee of Film Classics, and nine others has been approved by New York Supreme Court Justice Gavagan.

The nine other parties in the suit involving distribution claims include Realart Pictures, Discovery Pictures, Inc., Associated Artists Production, Hecuba Holding Co., Agay Productions, RD-ICR Corp. and the Chemical Bank and Trust Co.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and holidays), at New York, New York, for October 1, 1951.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, and Editor-in-Chief, Martin Quigley, 1270 Sixth Ave., New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Business Manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly and tri-weekly newspapers only.) 5,361.

(Signed) THEO. J. SULLIVAN,
Business Manager

Sworn to and subscribed before me this 18th day of September, 1951.

(SEAL) ROSE W. HORNSTEIN.
(My commission expires March 30, 1953.)

Chi. TV Offered 7 Major Studio Films

CHICAGO, Oct. 2. — A package of seven productions from major studios, some produced as late as 1946, has been offered to sponsors here for showing on local TV stations. The seven productions are: "Angel On My Shoulder" starring Paul Muni, Ann Baxter, and Claude Rains; "Powers Girl," starring Anne Shirley and George Murphy; "So Ends Our Night" starring Frederic March, Margaret Sullavan, Glenn Ford and Frances Dee; "Song of the Open Road," starring Edgar Bergen and Bonita Granville; "The Southerner," starring Zachary Scott, Betty Field, and Carroll Naish; "The Gladiator," starring Joe E. Brown; and "The Moon and Sixpence," starring George Sanders and Herbert Marshall.

St. Paul Theatre Will Install TV

MINNEAPOLIS, Oct. 2.—An RCA theatre television system will be installed in the St. Paul Paramount Theatre, Minnesota Amusement Co. unit. It is expected to be ready for public use by Oct. 15.

Meanwhile, the Terrace Theatre in suburban Robbinsdale disclosed that it has placed an order with National Theatre Supply for large-screen television equipment.

Guaranty Plan Hit By ECA Group

Washington, Oct. 2.—Staff members of the Economic Cooperation Administration are recommending that the film guaranty program be discontinued, it was learned here today.

The staff is reported believing that the films going abroad under the guaranty contract are no longer of sufficient importance to the general foreign aid effort to warrant continuation of the program.

ECA Releases

(*Continued from page* 1)

The new contracts were put on a Sept. 1, 1950, to Aug. 31, 1951, basis to conform to the German quota law, and since contracts had already been signed for the last three months of 1950 under the 1950 contracts, the new contracts could have been expected to be smaller.

Top Contract for Loew's

Loew's pulled down the top guaranty contract, with over $370,000 for nine features and six shorts.

The guaranty contracts provide in effect that each company will be able to convert to dollars the specified amounts of earnings in marks. The amount payable under each contract is limited to $25,000 per picture, plus actual out-of-pocket costs for preparing German language versions. ECA says on the basis of post-war experience in Germany, it is expected the amounts which may be converted under the contracts will be only "a modest portion of the actual net receipts from the pictures covered by the guaranties."

All pictures receiving contracts have been recommended by the special ECA film advisory committee.

Here are the contracts announced today, covering distribution of American films in Germany between Sept. 1, 1950 and Aug. 31, 1951:

Columbia Pictures: $160,295 for five features ("Woman of Distinction," "No Sad Songs for Me," "Affairs of Sally," "The Doolins of Oklahoma," "Man from Colorado") and $25,000 for four short subjects ("Washington, D. C.," "Smithsonian Institution," "Library of Congress," "A Day with the FBI").

Goldwyn Productions, Inc.: $99,240 for three features ("Roseanna McCoy," "Our Very Own," "The Westerner").

Loew's: $363,000 for nine features ("Father of the Bride," "Ambush," "Wizard of Oz," "Barkleys of Broadway," "Neptune's Daughter," "On an Island with You," "Anchors Aweigh," "Luxury Liner," "Kismet") and $8,750 for six shorts ("Wrong Way Butch," "Badminton," "Set 'Em Up," "Seesaw and the Shoes," "Willy and the Mouse," "Flag of Mercy").

Paramount Pictures: $312,595 for eight features ("Sorrowful Jones," "September Affairs," "Sorry, Wrong Number," "The Furies," "Unconquered," "Reap the Wild Wind," "Perils of Pauline," "Copper Canyon") and $5,250 for seven short subjects ("Aquatic Houseparty," "Outboard Shenanigans," "The Glass Orchestra," "Sporting Swanee," "The Flying Dancers," "The Early Bird," "Operation Jack Frost").

Republic Pictures: $59,305 for two features ("Dark Command" and "California Passage") and $5,000 for one short ("Glacier National Park").

RKO Radio: $304,570 for seven features ("Station West," "Tarzan and the Huntress," "Spanish Main," "White Tower," "Pinocchio," "Secret Life of Walter Mitty," "Cinderella").

Selznick Releasing Organization: $110,555 for three features ("Rebecca," "Spellbound," "The Adventures of Tom Sawyer").

Twentieth Century-Fox: $201,640 for five features ("Panic in the Streets," "Thieves Highway," "Yellow Sky," "Captain from Castile," "The Dolly Sisters") and $11,000 for four shorts ("What Happens at Night," "Just a Litle Bull," "The Snow Man," "The Tortoise Wins Again").

Universal Pictures: $251,777 for nine features ("Woman's Vengeance," "Woman on the Run," "Singapore," "Lady Gambles," "Johnny Stool Pigeon, "Harvey," "Francis," "One Touch of Venus," "Bagdad") and $16,250 for 10 short subjects ("Fun at the Zoo," "Jack Vina's Orchestra," "Riches of the Veld," "Nomads of the Jungle," "Four Years Before the Mast," "Cheating at Gambling," "Tiny Terrors of Timberland," "Tiny Terrors Make Trouble," "Barber of Seville," "Factories, Mines and Waterways").

Warner Brothers: $233,350 for seven features ("MyDream Is Yours," "Young Man with a Horn," "The Unfaithful," "Dark Passage," "Prince and the Pauper," "Charge of the Light Brigade," "Private Lives of Elizabeth and Essex").

Reviews

"Reunion in Reno"

(*Universal International*)

THERE IS sturdy entertainment in this unpretentious production of a light comedy coloration in the family category, presented in a plot which is unique to say the least. The title is a misnomer, giving the ready impression that the tale unites two married persons who are about to be, or have just been divorced and are reunited in the city of quick divorces. There is a reunion, but this one reunites the highly talented youngster, Gigi Perreau, with her parents, Frances Dee and Leif Erickson.

Gigi, an only daughter living with her parents in a Western city, learns that she is adopted and learns, too, that her parents are expecting a baby. Feeling unwanted, she runs away, taking a train to Reno where she tries to hire a lawyer to file for a "divorce" for herself from her parents. The numerous situations following are unusual—as is the whole situation—and very funny, all the while Mark Stevens, a lawyer, and his fiancee, Peggy Dow, try vigorously to determine the identity of Gigi and the identities and address of her parents. Eventually, of course, they succeed, and, unknown to Gigi, they telephone the mother and father to pick up their nine-year-old offspring, a climax which brought on the reunion and title of the production.

The cast is suitable, and also includes Ray Collins, Fay Baker and Myrna Dell. Gigi, however, is away out front all the way; she is a very talented little miss who catches interest at the very outset and sustains it throughout. Leonard Goldstein produced, and quite satisfactorily. The same can be said of director Kurt Neumann. Hans Jacoby and Shirley White are responsible for the screenplay and its different twist. Lou Breslow adapted, from a story by Brenda Weisberg and William Sackheim.

A "sneak" preview audience in New York responded with outspoken amusement.

Running time, 79 minutes. General audience classification. October release.

JAMES P. CUNNINGHAM

"Two Dollar Bettor"

(*Realart*)

THE EARNEST message that the gambling instinct, once out of bounds, leads to disastrous consequences, is delivered emphatically in "Two Dollar Bettor." Centering around race track activities, the picture has good exploitation angles. Its presentation, however, is weakened by a lack of imagination.

John Litel plays a respectable bank comptroller who is persuaded to make a small bet at the track. Winning, he is encouraged to make more bets. His winnings continue at first, but then the losings come, and mount and mount. In time Litel finds himself cashing in his bonds, savings, and valuables. When these are gone he grows desperate and starts taking money from the comptroller's fund, and thus his undoing is begun.

Marie Windsor plays an employee of a bookie who ingratiates herself with Litel. Trusting her thoroughly he hands her $20,000 in embezzled money for a "sure" bet. It develops that Litel has been victimized by Miss Windsor and her boy friend. A bitter gun battle follows in which all three are shot. When all looks blackest for Litel, the benevolence of his employer brings the silver lining into view. Barbara Bestar and Barbara Logan are seen as Litel's teen-age daughters in this Jack Broder production released by Realart Pictures, Inc. Edward Leven produced and directed. Running time, 73 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Rouston Resigns

BALTIMORE, Oct. 2.—J. Ted Routson has resigned after nearly two decades with the I. M. Rappaport theatre interests here. Originally manager and press relations director for the Hippodrome, he was obliged to accept management of the Little Theatre due to a heart condition. He continued, however, to retain his press contacts. His future plans were not stated.

$11,658,000 Film Subsidy in France

WASHINGTON, Oct. 2.—The French government has subsidized the domestic film industry to the tune of $11,658,000, according to Commerce Department film chief Nathan D. Golden.

Golden said April 1 was the latest date for which figures are available. The subsidies are paid under a 1948 law granting "temporary aid" to the French industry.

The largest part of the financial help — about $7,114,000 — went to French feature film producers, Golden reported. About $3,546,000 went to exhibitors for modernizing and improving their theatres. The remaining $998,000 went to producers of short subjects and newsreels, to Unifrance Films for development of foreign markets, and for operating expenses.

Mono. Meet on Coast

HOLLYWOOD, Oct. 2. — Monogram-Allied Artists will hold a final regional sales meet here at the Ambassador Hotel, Oct. 20, with Morey Goldstein presiding.

'Movietime'

(*Continued from page* 1)

offices have been instructed by the airway's management to place their extensive publicity and promotion facilities at the disposal of local "Movietime" committees, to aid in publicizing the star tours and other phases of the industry campaign.

Thus, when the stars and other industry personalities connected with the campaign arrive in a city on the company's planes, the TWA publicity organization will exert every effort to see that "Movietime" is emphasized in all the company's releases to local media. The cooperative tieups are expected to remain in force all through the campaign.

Each of the 1,578 Community Chests throughout the country has been alerted by its national headquarters to extend every cooperation possible to local and regional "Movietime" committees, as a major promotion in its own annual "Red Feather" drive. Community meetings would be held jointly, with the Community Chests seeing to it that "Movietime" receives due credit in all "Red Feather" publicity.

Pioneer Foundation

(*Continued from page* 1)

new foundation, the industry in the East will now have one organization of sufficient size and importance to assure the necessary assistance to its many veterans, rather than forcing them to depend on the several smaller groups which have attempted to deal with this problem in the past.

Heading the new foundation as president will be Jack Cohn, with Marvin Kirach as vice-president and Harry J. Takiff as secretary-treasurer. The board of directors includes Jack Alicoate, Barney Balaban, Harry Brandt, Steve Broidy, Jack Cohn, Sam Dembow, Ned Depinet, Gus Eyssell, Si Fabian, James R. Grainger, Abel Green, William J. Heineman, John J. O'Connor, R. J. O'Donnell, Martin Quigley, Sam Rinzler, Herman Robbins, Gradwell Sears, Spyros Skouras, Joseph Vogel and Albert Warner. Bernard Estes is publicity director.

Yesterday's action by the Foundation marks the culmination of three years of planning by the Motion Picture Pioneers, which in 1939 was formed as a social group.

Stock Firm Strong

(*Continued from page* 1)

of new broadcasting stations, is taken fully into account in the Paine, Webber report. It concludes that, regardless of the number of stations in operation and sets in use, and even with TV in color, top-notch films will draw good audiences.

The report also predicts that dollar remittances of the film companies from foreign markets this year will be "among the highest on record" and that "1952 should be an even better year" in respect to foreign earnings.

It predicts a strong earnings recovery for 20th Century-Fox in the last half of 1951, bringing its earnings for the year to $2.50 to $2.75 per share, compared with $3.26 last year. It also sees a higher net for United Paramount Theatres than the $3.06 per share of earnings and 66 cents per share in capital gains profits of last year.

THE CROWDS ARE BACK THANKS TO 20TH CENTURY-FOX











and they'll keep

getting BIGGER and

BIGGER and

BIGGER

when you play

THE DESERT FOX

LET'S MAKE IT LEGAL

ANNE OF THE INDIES
Technicolor

GOLDEN GIRL
Technicolor

and coming...

KANGAROO
Technicolor



It's Movie Time USA

MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70. NO. 66 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 3, 1951 TEN CENTS

ECA Releases $2,167,870 To 10 Firms

Convertibility Okayed For Rentals in Germany

WASHINGTON, Oct. 2.—The Economic Cooperation Administration today announced contracts with 10 film companies guaranteeing them convertibility into dollars of $2,167,870 of their earnings on 58 specified features and 32 short subjects distributed in Germany during the 1950-51 film year. ECA officials said one more contract, amounting to about $60,000, still has to be signed.

Last year, total guaranties to film companies for distribution in Germany eventually topped the $3,000,000 mark.

However, those contracts covered from Jan. 1, 1950, to Dec. 31, 1950.

(*Continued on page 5*)

To Ask Publicists Here to Decide AmongThreeUnions

Publicists at film companies' home offices will soon be called upon to decide among themselves the union representation which they, as a group, prefer. The call reportedly will come from the IATSE.

With their labor union loyalties now divided among three organiza-

(*Continued on page 2*)

AFL's William Green Lauds Coast Unions

Hollywood, Oct. 2.—AFL president William Green, presiding at a celebration at the Palladium here of the 50th anniversary of the American motion picture theatre, paid tribute to Hollywood unions for their fight aga'nst the Reds. He said, "A few years ago, when the Communists started to demonstrate their strength, a number of unions, including the IATSE and the Screen Actors Guild, fought Communism in Hollywood. They prevented the Communists from taking over the unions in Hollywood."

Sales Heads, Riled at Allied's Recording Advice, May Be Silent at Convention

A number of distribution executives, still resentful of the recent advice of Trueman Rembusch, Allied States president, on having recording devices installed in exhibitors' offices for use while film salesmen quote playing terms, indicate that the matter may be revived at Allied's convention here late this month.

Several said they were uncertain whether or not to accept invitations to attend the convention "in an atmosphere of suspicion and distrust" such as that evidenced by Rembusch's suggestion, made at the recent convention of West Virginia Allied at Charleston, or how freely they could speak, if they did accept.

Others, indicating they would welcome invitations to the Allied States convention, said they would consider using the opportunity to tell Allied what they thought of the Rembusch advice and its implications for current and future exhibitor-distributor relations.

Still others shrugged off the Rembusch suggestion, asserting their belief that exhibitors would ignore it and many would not want to have some of their own buying proposals on a playback record.

'Overwhelming' Support of Colosseum Given by Loges

OMAHA, Oct. 2.—"Overwhelming" support of the national Colosseum of Motion Picture Salesmen has been indicated in reports from the 32 loges scattered throughout the country, David Beznor, Colosseum general counsel, said here.

Only the Chicago loge has bolted the national organization in consequence of disagreement over the $7-per-week salary increase secured by the Colosseum negotiating committee. Minneapolis loge members are reported to be dissatisfied with the amount of the increase, but have indicated their intention of remaining within the national organization. Omaha is expected to ratify the pact.

The convention, which will start here Friday will vote on acceptance or rejection of the new wage agreement, Beznor reminded. Additionally, he said, the convention will act on proposals for Colosseum affiliation.

(*Continued on page 2*)

Pioneer Foundation Begins Operation

The industry yesterday made final arrangements to assure the care of its needy with the announcement by the Motion Picture Pioneers of the full-scale operation of The Foundation of Motion Picture Pioneers, Inc., whose purpose it will be to establish a self-perpetuating fund to assist pioneers of the industry who find themselves in need.

This assistance will take the form of direct financial aid, medical aid and temporary subsistence during periods of unemployment, and, wherever possible, an attempt to secure employment for eligible applicants

With the formal launching of the

(*Continued on page 5*)

'IA', Major Studios Open Negotiations

HOLLYWOOD, Oct. 2.—IATSE president Richard Walsh, international representatives Roy Brewer and Zeal Fairbanks, accompanied by business agents of all IATSE studio locals, met here today with major studio representatives at Association of Motion Picture Producers headquarters in the opening phase of negotiations for pay

(*Continued on page 2*)

Stock Firm Strong For Films' Future

The motion picture box-office upturn is more likely to gain momentum than not, Paine, Webber, Jackson and Curtis, investment brokers, state in a customers' report issued yesterday.

Painting a highly optimistic picture of industry prospects, backed by sound reasoning, the report points out that "hard goods competition for the dollar has passed its peak" and a "more normal share of the consumer dollar should be available for entertainment from here out."

Expanding television, including ending of the Federal Communications Commission's "freeze" on construction

(*Continued on page 5*)

'Movietime' Nationwide Tieups Set

Compo Takes First Steps To Supplement Promotion

"Movietime U.S.A." yesterday entered a sphere of promotional activity which for long has been part and parcel of industry publicity, namely tieups. The industry's year-long box-office drive to commemorate the golden jubilee of the all-film theatre will receive added impetus from the nationwide publicity staffs of Trans-World Airways and the National Community Chests organization, it was reported here yesterday by the Council of Motion Picture Organizations.

It is expected that additional tieups will be achieved by COMPO in behalf of the "Movietime" campaign, and that ultimately a vast network of supplemental promotion activities will be in force.

COMPO reported that all TWA

(*Continued on page 5*)

Excellent Results In Eidophor Tests

In Geneva Monday night Swiss Eidophor large-scale television and the Columbia Color Broadcasting systems were combined with excellent results in an improvised demonstration given by Spyros Skouras, 20th Century-Fox

(*Continued on page 4*)

U. A. Profit Still Continuing to Rise

United Artists' billings, continuing their steady increase, have neared the $360,000 mark for each of the two most recent weeks. The gross business gives the company a neat profit of nearly $10,000 weekly.

If operations continue at their current pace, UA could be in the black for 1951 by Dec. 1 to 15. In that event the company's new management would come into possession of the 50 per cent of the company's stock now in escrow two or three weeks before the end of the year.

Personal Mention

ABRAM F. MYERS, Allied States board chairman and general counsel, arrived in New York yesterday from Washington.

•

RHODA BERGMAN, secretary to PHIL GERARD, Universal Eastern publicity manager, will be married Sunday at Tremont Temple, Bronx, to CHARLES K. HEPNER, advertising executive.

•

DOUGLAS FAIRBANKS, JR., arrived here from the Coast yesterday for meetings with W. J. HEINEMAN and MAX YOUNGSTEIN, United Artists vice-presidents.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, who was scheduled to arrive here yesterday from Europe, is due in today instead.

•

BERNARD JACON, Lux Film vice-president, will return to his office today after recovering from a minor operation at St. Clare's Hospital.

•

GAEL SULLIVAN, Theatre Owners of America executive director, was confined to his home here yesterday with a cold.

•

ALFRED SANTELL, GEORGE SANDERS and ROBERT SHACKLETON returned here from Europe on the *S.S. Ile de France* Monday.

•

ROBERT W. COYNE, special counsel to COMPO, returned here yesterday from Oklahoma City.

Wahn Is Warner Liaison on Tour

Graham Wahn of Warner Brothers home office publicity staff, has been named WB studio representative on the "Movietime U. S. A." stars tour, by Mort Blumenstock, Warner's advertising-publicity vice-president and chairman of the tour.

Wahn will retain the post of New York representative for the studio following the tour of the stars.

N. D. Golden on Tour

WASHINGTON, Oct. 2. — National Production Authority film chief Nathan D. Golden leaves tomorrow for about two and a half weeks of convention-attending. Golden will go first to Toronto for the Variety Clubs International meeting. From there he will go to Los Angeles for the TESMA-TEDA meet and the SMPE convention. While on the West Coast he will discuss NPA's conservation and construction programs with studio purchasing agents. He will return to his desk on or about Oct. 22.

Wm. Alexander, 77

William Alexander, 77, veteran film producer and former theatrical manager, died here Monday at St. Clare's Hospital after a week's illness. He was head of the Irish-American Film Co. and Adventure Films, Inc.

See No Film Issue In U. K. Elections

LONDON, Oct. 2.—The outcome of Britain's general election on Oct. 25 holds no immediate significance for the film industry.

If the Socialists are returned to power there will be little, if any, change in the government's film policy. On the other hand, the Tory party election manifesto contains no direct reference to the film industry and it is unlikely that a Tory government would find time for film legislation this year.

Both parties have pledged themselves to hold an inquiry into the incidence of entertainment tax.

Cinematograph Exhibitors Association's tax committee will meet tomorrow to formulate a campaign. Exhibitors will seek the support of all Parliamentary candidates in their fight against the tax.

To Ask Publicists

(*Continued from page* 1)

tions—IATSE Motion Picture Home Office Employes, Sign Painters, Pictorial and Display Artists, and the Distributive, Processing and Office Workers of America—the publicists stand little or no chance of winning "acceptable" contracts from the companies, according to union officials.

It is expected that Richard F. Walsh, "IA" international president, will make up his mind within the next few weeks whether he is willing to set up a special niche in the "IA" household for publicists. Heretofore, Walsh has exhibited reluctance to make room in the union for workers of that classification. Now, however, since "IA" Home Office Employes Local No. H-63 recently gathered into its fold Paramount's home office publicists, Walsh's reluctance is said to have given way.

Local No. 230 Disturbed

H-63's winning of the Paramount workers in a recent National Labor Relations Board election has disturbed Local No. 230 of the Sign Painters, Pictorial and Display Artists which two years ago was certified at the RKO Radio home office but has not yet negotiated a contract there. Both are AFL unions, and concern is manifest that an intra-union jurisdictional dispute may break open. Local No. 230 has hoped the "IA" would be willing to turn the Paramount workers over to its sister AFL affiliate, but the "IA's" position at present is that the publicists throughout the home offices should be asked to decide among themselves on a union of their collective choice. DPOWA, meanwhile, is understood to be firmly entrenched at Columbia and 20th Century-Fox. At Warner Brothers, Universal and Republic, none of the three unions has an upper hand, it is understood.

Mother of Patterson

SAN FRANCISCO, Oct. 2. — Funeral services will be held here tomorrow for Mrs. O. G. Bingham, 76, mother of Pat Patterson, Astor Pictures franchise partner here with Robert Savini. Mrs. Bingham died last night at her home in Pacific Grove.

Hugh Owen Presides At Boston Meeting

Tomorrow, and for the following two days Boston will be the scene of the fifth and next to the last of the regional Paramount sales meetings now underway. Hugh Owen, Eastern and Southern division sales manager, will conduct the session, which will be attended by A. W. Schwalberg, president of Paramount Film Distributing Corp.; E. K. (Ted) O'Shea, vice-president, and Jerry Pickman, director of advertising publicity, and seven regional executives.

The seven include: A. M. Kane, assistant Eastern and Southern division manager; Henry Randel, New York district manager; and the following branch managers: Myron Sattler, New York; John Moore, Boston; Henry Germaine, New Haven; John W. Brown, Buffalo; E. V. Maloney, Albany.

The agenda for the meeting will be sales and promotion plans for "A Place in the Sun," "Rhubarb," "When Worlds Collide," "Submarine Command," "Detective Story," "My Son, John," "Carrie," "Aaron Slick from Punkin Crick," "Sailor Beware" and "The Greatest Show On Earth."

Colosseum

(*Continued from page* 1)

John L. Lewis' United Mine Workers union has invited the film salesmen to join District No. 50, the UMW's so-called "catch-all" unit, it is reported.

The sessions will be held at the Hotel Fontenelle, with William Wink, Omaha loge president, in charge of arrangements. The Omaha group on Thursday will sponsor a get-together of delegates. Executive sessions will be held on Friday followed by general meetings on Saturday and Sunday.

Cleveland Salesmen Undecided

CLEVELAND, Oct. 2.—The Cleveland Colosseum loge has voted to give its delegate to the Colosseum convention, full authority to act in its behalf in regard to accepting or rejecting the $7 weekly and $1 a day expense account boost now pending. Previously the loge had voted to accept the new wage boost without qualifications.

'IA,' Major Studios

(*Continued from page* 1)

raises and other adjustments allowable under existing contracts.

Unofficial reports that wage increases averaging about 25 per cent will be sought could not be checked immediately, but the trade heard that IATSE has compiled data purporting to show that living costs have increased that much since unions received their last raise in 1947.

Broder Firm Registers

ALBANY, N. Y., Oct. 2. — Jack Broder Productions, Inc., Los Angeles, has registered with the Secretary of State a certificate for a New York office for the motion picture and theatrical business. Jack Broder is president. Broder produces for Realart Pictures.

Newsreel Parade

BASEBALL'S finale and the Kaesong talks are currently highlighted. Other items include personalities in the news, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 80—Reds still snag Kaesong talks. Blood appeal by Joe E. Brown. This elephant won't forget. Smallest "G. I." has problems. News from the sports world: Giants-Dodgers battle for flag. Football.

NEWS OF THE DAY, No. 210—Parachuting nurses. Call for blood. New York hails Italian Premier. Glamor on parade. Sensational baseball windup. Army routed in first game. Irish triumph in opener.

PARAMOUNT NEWS, No. 13—Battle on the beetle. Fashions. Canada's Prime Minister in Washington. People in the news: Henry F. Grady, Gen. Eisenhower. Joe E. Brown makes blood appeal. Army-Villanova, Notre Dame-Indiana, California-Penn.

TELENEWS DIGEST, No. 40-A—Czech official flees to freedom. Aftermath of Texas drought. European conference in Hamburg. Haile Selassie receives Italian ambassador. Fashions in hats. Army loses opener.

UNIVERSAL NEWS, No. 495—Fashion awards. Seeds for Asia. Joe E. Brown makes blood appeal for "G. I.'s". Smallest airman. Sports flashes: Army-Villanova; California-Penn; Texas-Purdue.

WARNER PATHE NEWS, No. 15—Baseball's nail-biting finale. Football. Canada's Premier meets Truman. UN and Red officers talk in Kaesong. France: Honor Gen. Eisenhower. New York: Need a wardrobe? try a scarf. Joe E. Brown appeals for blood.

SPG to Seek Basic Wage Rate Increase

HOLLYWOOD, Oct. 2.—The Screen Publicists Guild will seek an increase in the basic wage rate for senior publicists from the present $173.55 weekly to $250 when the executive board opens negotiations with major producers on Oct. 20. The Guild will also seek improvements in severance rules, vacation provisions, plus pension and welfare funds if other unions obtain them. The contract, reopenable now for wage changes, has two years to run.

SDG Announces New Insurance Plan

HOLLYWOOD, Oct. 2.—The Screen Directors Guild announced the signing of an innovational group insurance contract with the Occidental Life Insurance Co. of California which provides each member in good standing, whether a director or assistant, with a substantial life insurance policy at no cost to himself.

No increase in dues and no assessments are involved, the whole cost being borne by the Guild.

Florida Showmen to Meet on Oct. 22-23

JACKSONVILLE, FLA., Oct. 2.—Motion Picture Exhibitors of Florida will hold their annual meeting at the George Washington Hotel here on Oct. 22-23.

Speakers will include Gael Sullivan of the Theatre Owners of America and Arthur Mayer of COMPO.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club. Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Did You COMPARE...

The TOA Convention is over. The men who spoke many words, those who debated, and the many who listened to and pondered upon what was said . . . they have returned to their home territories, near and far throughout the nation.

But the echo of thoughtfully uttered words and their sincerity of purpose will linger in the minds of many . . . and out of all of this, the industry must gain through converting the wisest of those words into sound and live action.

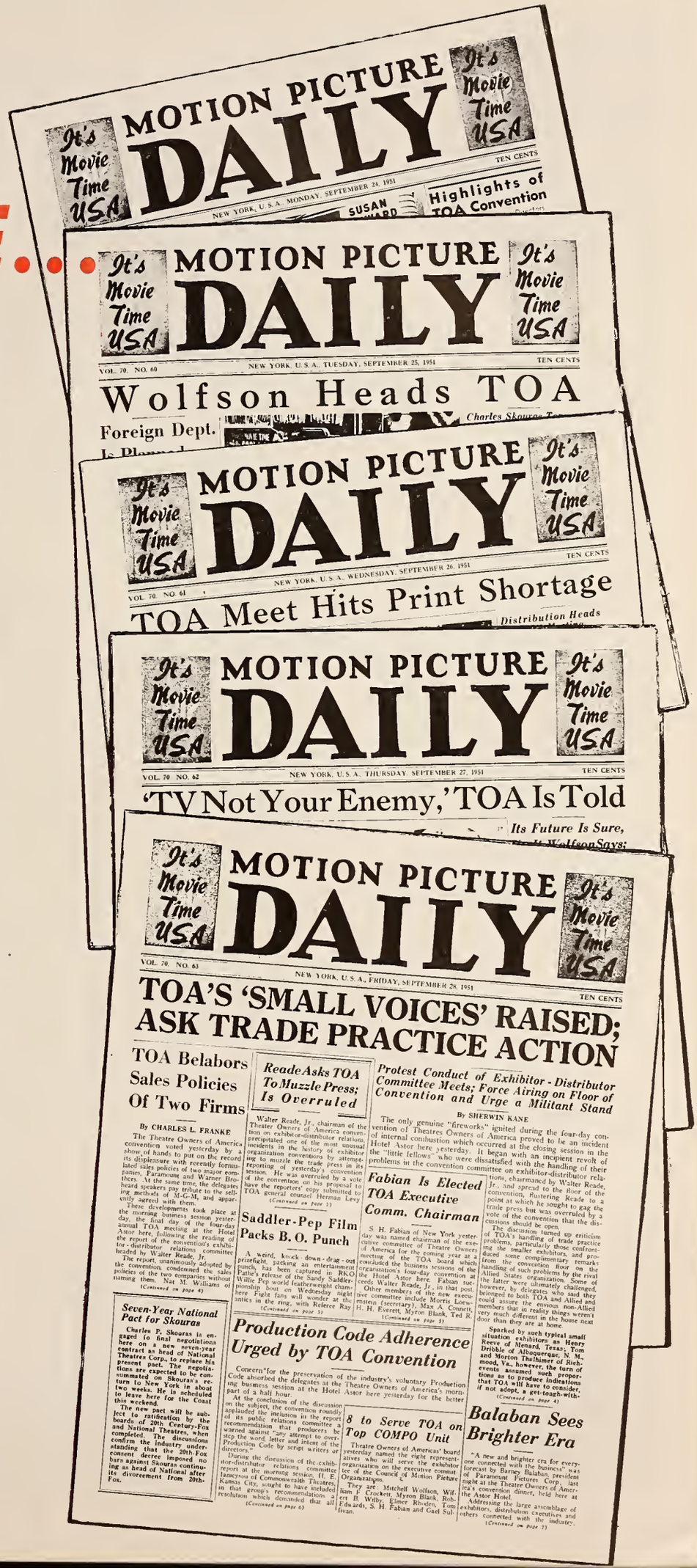
Recognizing the opportunity for fast, thorough and effective news reporting to the trade, Motion Picture Daily has again demonstrated the particular kind of service that can be supplied only by a daily trade paper that is effectively staffed and equipped to render such service.

DID YOU COMPARE—the thoroughness of the news coverage—the editorial weighing of its signicant aspects—the calibre of concise comment on each day's happenings—and the speed of this trade reporting service?

Each morning, to all attending the Convention, MPD brought its recorded account of the events of the previous day in clearly set forth words and pictures—and for its thousands of other subscribers, unable to leave their home areas, each day's issue was sped to the mails.

MPD did not forget that while the Convention ended Thursday, there was still the job of reporting the events of that important day. The MPD issue of Friday morning devoted over sixteen columns to the subject.

Despite the increased press run, requests to purchase extra copies on Friday alone totaled almost a thousand more than we were able to supply. We are happy indeed with the verdict of the many who did compare.



National Pre-Selling

MARIA RIVA, Marlene Dietrich's daughter, adorns the cover of the October *Ladies' Home Journal*, wearing a Lily Dache green hat, and Omar Kiam green coat, selected by associate editor Wilhela Cushman, all in support of a feature story, "I Couldn't Compete with My Mother," by Selma Robinson. Also, there is a pertinent paragraph in Ann Batchelder's "Line a Day"—read by 10,000,000 women—in praise of Elizabeth Taylor in "A Place in the Sun" which Miss Batchelder says she will see again. The 266-page issue contains a page from Paramount and two cooperative pages featuring Rhonda Fleming and Virginia Mayo. The *Journal* is close to the grassroots, with its circulation of 4,600,000 at the newsstand price of 25 cents a copy.

•

The New York *Sunday News*, on Nov. 11, will devote its entire Color-oto Magazine section to motion pictures, marking the third consecutive year for this impressive annual. This year, it has "Movietime U.S.A." as a particular inspiration and movie attendance all over the country should be stimulated. The *Sunday News* has a circulation of 4,000,000 and this generous support of motion pictures sets a fine example for other newspapers with color gravure presses. Leaders of the film industry have been loud in their praise of the *Sunday News* for this contribution by the country's biggest newspaper to the current campaign.

•

A unique herald which utilizes the cover of the best-selling book from which the film is adapted has been made part of the showmanship accessories prepared by 20th-Century-Fox for "The Desert Fox," the film story of the exploits of General Rommel, in which James Mason portrays the German military hero. The jacket information serves also as pre-selling for the film, which has the same merit as a motion picture that it had in book form.

•

Mike Simons, assistant to H. M. Richey, head of exhibitor relations for M-G-M, has just completed conducting the first program of a new series of motion picture appreciation classes inaugurated at Springfield, Mass., under the auspices of the Springfield Motion Picture Council, with the cooperation of George Freeman, manager of Loew's Poli Theatre. Two assembly periods of 45 minutes each at Buckingham school were attended by 1,000 students and the school authorities immediately requested that the programs be continued to reach the entire grade and high school student body of the city, which will be done soon. The program was discussed at the first 1951-52 meeting of the Motion Picture Council, at the Springfield Art Museum.

•

In a tiein with Chesterfield, a full-page, four-color ad featuring Steve Cochran, with credit for his appearance in Warner Brothers' "The Tanks Are Coming," will appear in 25 national magazines to coincide with the picture's release date in November.

•

November breezes will be fluttering two special pirate pennants, as advertising for 20th Century-Fox's "Anne of the Indies" across the nation. Designed to make every playdate a "banner" one, the company is making the two four-color pennants available at National Screen branches, at a price below cost to manufacture. Top sheet music and recording tieups will benefit this and another George Jessel production, "Golden Girl" with promotion of two top songs, both written by the producer, and published by Robins Music Corp. "California Moon," from "Golden Girl," has already been recorded by Bing Crosby for Decca, and Dennis Day for RCA.

•

Paramount's "Submarine Command," which is set for release in November, will be kicked-off in spectacular fashion with 21 selected prerelease engagements in late October. This 21-gun salute to the picture is scheduled for Norfolk, Washington, Baltimore, New London, San Diego, Portsmouth, Portland, Providence, Richmond, Chicago, Corpus Christi, San Francisco, Oakland, Pensacola, Jacksonville, Key West, Charleston, Boston, New Orleans, Memphis and Newport — all important naval bases. Field representatives have been assigned to each area to assure maximum penetration of publicity.

•

A special 16-page booklist on motion pictures has been published by Warner Brothers in connection with the 25th anniversary of talking pictures. The brochure includes annotations of books and periodicals about various phases of motion picture production. The list has been brought up to date, and includes comment by national education leaders.

•

Seventeen *magazine, the October issue of which carries a full-page ad for Columbia's "Sunny Side of the Street," follows through by mailing proofs of the ad with a promotional letter to exhibitors all over the country, informing them that the film is "perfect entertainment" and telling them the full-page ad will have* Seventeen's *2,500,000 readers eagerly awaiting local playdates.*

WALTER BROOKS

Review

"The Man With A Cloak"

(*Metro-Goldwyn-Mayer*)

A PICTURE of curious moods and turns, "The Man With a Cloak" has its best box-office asset in the cast headed by Joseph Cotten, Barbara Stanwyck, Louis Calhern and the young French actress Leslie Caron who made her debut here in "An American in Paris." Set in New York during the gaslit era, Frank Fenton's odd screenplay spins a story about a dying old rascal who served under Napoleon and three persons waiting like vultures for him to pass on so they can inherit his fortune. The retired soldier of eccentric and explosive temperament is played by Calhern and the three persons of sordid patience are Miss Stanwyck, Joe De Santis and Margaret Wycherly.

Cotten plays a strange and shadowy figure, obviously a man of letters, who spends most of his time imbibing wine in the neighborhood tavern. He is enchanted one day when Miss Caron comes to the tavern to enlist his aid. Her fiancee, a French idealist engulfed in political ferment, has sent her to see his relative, Calhern, in order to obtain funds. What ensues is a grim game of combat between Miss Caron and the waiting trio.

Based on a story by John Dickson Carr, the picture is pervaded by a brooding, meandering mood. As the story proceeds to its climax there are a series of melodramatic outbreaks, including the sudden death of Calhern and the disappearance of his will. In the mad scramble that ensues Cotten rises to worthy heights, finds the will which yields Miss Caron the fortune she sought, and then disappears. For those wondering who the anonymous Cotten is, a scribbled poem provides the clue. He is Edgar Allen Poe. Stephen Ames produced and Fletcher Markle directed.

Running time, 81 minutes. General audience classification. Release date, Oct. 19.

MANDEL HERBSTMAN

Film Trailer Ready For BBC Telecast

LONDON, Oct. 2.—"Current Release," the British film industry's experimental television trailer, carrying excerpts from four films, with commentary, has been completed. It runs for 30 minutes and will be screened privately in the trade before being released to British Broadcasting Company's TV service.

Subject to exhibitor approval, it is planned to make similar trailers every two weeks, distributors to determine the pictures to be included in each. The picture publicity value of the trailers is expected to determine whether or not their production is to continue.

ELC, Film Classics Suit Motion OK'd

A motion granting a bill of particulars in Eagle Lion Classics' $500,000 suit against Irving Kaufman, an assignee of Film Classics, and nine others has been approved by New York Supreme Court Justice Gavagan.

The nine other parties in the suit involving distribution claims include Realart Pictures, Discovery Pictures, Inc., Associated Artists Production, Hecuba Holding Co., Agay Productions, RD-ICR Corp. and the Chemical Bank and Trust Co.

In Eidophor Tests

(*Continued from page* 1)

president, and a group of television researchers at the Swiss Federal Institute of Technology in Zurich, according to reports reaching here from Geneva.

After this successful demonstration, Skouras said that before the end of this year Fox Films will send a prototype of the Eidophor large-screen projector with a C. B. S. color pickup to the United States where Swiss researchers and technicians will give American exhibitors a practical demonstration. Immediately afterward the manufacture of these projectors in the United States will begin.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and holidays), at New York, New York, for October 1, 1951.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, and Editor-in-Chief, Martin Quigley, 1270 Sixth Ave., New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Business Manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly and tri-weekly newspapers only.) 5,361.

(Signed) THEO. J. SULLIVAN,
Business Manager

Sworn to and subscribed before me this 18th day of September, 1951.

(SEAL) ROSE W. HORNSTEIN.
(My commission expires March 30, 1953.)

Ask SSB to Probe Salary Situation

WASHINGTON, Oct. 2.—The Association of Motion Picture Producers and the Screen Actors Guild have both asked the Salary Stabilization Board committee on talent salaries to go to Hollywood as part of their fact-finding investigation. There has been no indication yet whether the committee will grant the request.

Meanwhile, the large number of witnesses asking to be heard at the committee's coming hearings in New York have forced the planned one-day hearing to be expanded to three days, Oct. 22, 23 and 24. The place of the hearings has also been changed, to 641 Washington Street.

St. Paul Theatre Will Install TV

MINNEAPOLIS, Oct. 2.—An RCA theatre television system will be installed in the St. Paul Paramount Theatre, Minnesota Amusement Co. unit. It is expected to be ready for public use by Oct. 15.

Meanwhile, the Terrace Theatre in suburban Robbinsdale disclosed that it has placed an order with National Theatre Supply for large-screen television equipment.

Guaranty Plan Hit By ECA Group

Washington, Oct. 2.—Staff members of the Economic Cooperation Administration are recommending that the film guaranty program be discontinued, it was learned here today.

The staff is reported believing that the films going abroad under the guaranty contract are no longer of sufficient importance to the general foreign aid effort to warrant continuation of the program.

ECA Releases

(*Continued from page* 1)

The new contracts were put on a Sept. 1, 1950, to Aug. 31, 1951, basis to conform to the German quota law, and since contracts had already been signed for the last three months of 1950 under the 1950 contracts, the new contracts could have been expected to be smaller.

Top Contract for Loew's

Loew's pulled down the top guaranty contract, with over $370,000 for nine features and six shorts.

The guaranty contracts provide in effect that each company will be able to convert to dollars the specified amounts of earnings in marks. The amount payable under each contract is limited to $25,000 per picture, plus actual out-of-pocket costs for preparing German language versions. ECA says on the basis of post-war experience in Germany, it is expected the amounts which may be converted under the contracts will be only "a modest portion of the actual net receipts from the pictures covered by the guaranties."

All pictures receiving contracts have been recommended by the special ECA film advisory committee.

Here are the contracts announced today, covering distribution of American films in Germany between Sept. 1, 1950 and Aug. 31, 1951:

Columbia Pictures: $160,295 for five features ("Woman of Distinction," "No Sad Songs for Me," "Affairs of Sally," "The Doolins of Oklahoma," "Man from Colorado") and $25,000 for four short subjects ("Washington, D. C.," "Smithsonian Institution," "Library of Congress," "A Day with the FBI").

Goldwyn Productions, Inc.: $99,240 for three features ("Roseanna McCoy," "Our Very Own," "The Westerner").

Loew's: $363,000 for nine features ("Father of the Bride," "Ambush," "Wizard of Oz," "Barkleys of Broadway," "Neptune's Daughter," "On an Island with You," "Anchors Aweigh," "Luxury Liner," "Kismet") and $8,750 for six shorts ("Wrong Way Butch," "Badminton," "Set 'Em Up," "Seesaw and the Shoes," "Willy and the Mouse," "Flag of Mercy").

Paramount Pictures: $312,595 for eight features ("Sorrowful Jones," "September Affairs," "Sorry, Wrong Number," "The Furies," "Unconquered," "Reap the Wild Wind," "Perils of Pauline," "Copper Canyon") and $5,250 for seven short subjects ("Aquatic Houseparty," "Outboard Shenanigans," "The Glass Orchestra," "Sporting Swance," "The Flying Dancers," "The Early Bird," "Operation Jack Frost").

Republic Pictures: $59,305 for two features ("Dark Command" and "California Passage") and $5,000 for one short ("Glacier National Park").

RKO Radio: $304,570 for seven features ("Station West," "Tarzan and the Huntress," "Spanish Main," "White Tower," "Pinocchio," "Secret Life of Walter Mitty," "Cinderella").

Selznick Releasing Organization: $110,555 for three features ("Rehecca," "Spellbound," "The Adventures of Tom Sawyer").

Twentieth Century-Fox: $201,640 for five features ("Panic in the Streets," "Thieves Highway," "Yellow Sky," "Captain from Castile," "The Dolly Sisters") and $11,000 for four shorts ("What Happens at Night," "Just a Litle Bull," "The Snow Man," "The Tortoise Wins Again").

Universal Pictures: $251,777 for nine features ("Woman's Vengeance," "Woman on the Run," "Singapore," "Lady Gambles," "Johnny Stool Pigeon, "Harvey," "Francis," "One Touch of Venus," "Bagdad") and $16,250 for 10 short subjects ("Fun at the Zoo," "Jack Vina's Orchestra," "Riches of the Veld," "Nomads of the Jungle," "Four Years Before the Mast," "Cheating at Gambling," "Tiny Terrors of Timberland," "Tiny Terrors Make Trouble," "Barber of Seville," "Factories, Mines and Waterways").

Warner Brothers: $233,350 for seven features ("MyDream Is Yours," "Young Man with a Horn," "The Unfaithful," "Dark Passage," "Prince and the Pauper," "Charge of the Light Brigade," "Private Lives of Elizabeth and Essex").

Reviews

"Reunion in Reno"

(*Universal International*)

THERE IS sturdy entertainment in this unpretentious production of a light comedy coloration in the family category, presented in a plot which is unique to say the least. The title is a misnomer, giving the ready impression that the tale unites two married persons who are about to be, or have just been divorced and are reunited in the city of quick divorces. There is a reunion, but this one reunites the highly talented youngster, Gigi Perreau, with her parents, Frances Dee and Leif Erickson.

Gigi, an only daughter living with her parents in a Western city, learns that she is adopted and learns, too, that her parents are expecting a baby. Feeling unwanted, she runs away, taking a train to Reno where she tries to hire a lawyer to file for a "divorce" for herself from her parents. The numerous situations following are unusual—as is the whole situation—and very funny, all the while Mark Stevens, a lawyer, and his fiancee, Peggy Dow, try vigorously to determine the identity of Gigi and the identities and address of her parents. Eventually, of course, they succeed, and, unknown to Gigi, they telephone the mother and father to pick up their nine-year-old offspring, a climax which brought on the reunion and title of the production.

The cast is suitable, and also includes Ray Collins, Fay Baker and Myrna Dell. Gigi, however, is away out front all the way; she is a very talented little miss who catches interest at the very outset and sustains it throughout. Leonard Goldstein produced, and quite satisfactorily. The same can be said of director Kurt Neumann. Hans Jacoby and Shirley White are responsible for the screenplay and its different twist. Lou Breslow adapted, from a story by Brenda Weisberg and William Sackheim.

A "sneak" preview audience in New York responded with outspoken amusement.

Running time, 79 minutes. General audience classification. October release.

JAMES P. CUNNINGHAM

"Two Dollar Bettor"

(*Realart*)

THE EARNEST message that the gambling instinct, once out of bounds, leads to disastrous consequences, is delivered emphatically in "Two Dollar Bettor." Centering around race track activities, the picture has good exploitation angles. Its presentation, however, is weakened by a lack of imagination.

John Litel plays a respectable bank comptroller who is persuaded to make a small bet at the track. Winning, he is encouraged to make more bets. His winnings continue at first, but then the losings come, and mount and mount. In time Litel finds himself cashing in his bonds, savings, and valuables. When these are gone he grows desperate and starts taking money from the comptroller's fund, and thus his undoing is begun.

Marie Windsor plays an employee of a bookie who ingratiates herself with Litel. Trusting her thoroughly he hands her $20,000 in embezzled money for a "sure" bet. It develops that Litel has been victimized by Miss Windsor and her boy friend. A bitter gun battle follows in which all three are shot. When all looks blackest for Litel, the benevolence of his employer brings the silver lining into view. Barbara Bestar and Barbara Logan are seen as Litel's teen-age daughters in this Jack Broder production released by Realart Pictures, Inc. Edward Leven produced and directed. Running time, 73 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Rouston Resigns

BALTIMORE, Oct. 2.—J. Ted Routson has resigned after nearly two decades with the I. M. Rappaport theatre interests here. Originally manager and press relations director for the Hippodrome, he was obliged to accept management of the Little Theatre due to a heart condition. He continued, however, to retain his press contacts. His future plans were not stated.

$11,658,000 Film Subsidy in France

WASHINGTON, Oct. 2.—The French government has subsidized the domestic film industry to the tune of $11,658,000, according to Commerce Department film chief Nathan D. Golden.

Golden said April 1 was the latest date for which figures are available. The subsidies are paid under a 1948 law granting "temporary aid" to the French industry.

The largest part of the financial help — about $7,114,000 — went to French feature film producers, Golden reported. About $3,546,000 went to exhibitors for modernizing and improving their theatres. The remaining $998,000 went to producers of short subjects and newsreels, to Unifrance Films for development of foreign markets, and for operating expenses.

Mono. Meet on Coast

HOLLYWOOD, Oct. 2. — Monogram-Allied Artists will hold a final regional sales meet here at the Ambassador Hotel, Oct. 20, with Morey Goldstein presiding.

'Movietime'

(*Continued from page* 1)

offices have been instructed by the airway's management to place their extensive publicity and promotion facilities at the disposal of local "Movietime" committees, to aid in publicizing the star tours and other phases of the industry campaign.

Thus, when the stars and other industry personalities connected with the campaign arrive in a city on the company's planes, the TWA publicity organization will exert every effort to see that "Movietime" is emphasized in all the company's releases to local media. The cooperative tieups are expected to remain in force all through the campaign.

Each of the 1,578 Community Chests throughout the country has been alerted by its national headquarters to extend every cooperation possible to local and regional "Movietime" committees, as a major promotion in its own annual "Red Feather" drive. Community meetings would be held jointly, with the Community Chests seeing to it that "Movietime" receives due credit in all "Red Feather" publicity.

Pioneer Foundation

(*Continued from page* 1)

new foundation, the industry in the East will now have one organization of sufficient size and importance to assure the necessary assistance to its many veterans, rather than forcing them to depend on the several smaller groups which have attempted to deal with this problem in the past.

Heading the new foundation as president will be Jack Cohn, with Marvin Kirach as vice-president and Harry J. Takiff as secretary-treasurer. The board of directors includes Jack Alicoate, Barney Balaban, Harry Brandt, Steve Broidy, Jack Cohn, Sam Dembow, Ned Depinet, Gus Eyssell, Si Fabian, James R. Grainger, Abel Green, William J. Heineman, John J. O'Connor, R. J. O'Donnell, Martin Quigley, Sam Rinzler, Herman Robbins, Gradwell Sears, Spyros Skouras, Joseph Vogel and Albert Warner. Bernard Estes is publicity director.

Yesterday's action by the Foundation marks the culmination of three years of planning by the Motion Picture Pioneers, which in 1939 was formed as a social group.

Stock Firm Strong

(*Continued from page* 1)

of new broadcasting stations, is taken fully into account in the Paine, Webber report. It concludes that, regardless of the number of stations in operation and sets in use, and even with TV in color, top-notch films will draw good audiences.

The report also predicts that dollar remittances of the film companies from foreign markets this year will be "among the highest on record" and that "1952 should be an even better year" in respect to foreign earnings.

It predicts a strong earnings recovery for 20th Century-Fox in the last half of 1951, bringing its earnings for the year to $2.50 to $2.75 per share, compared with $3.26 last year. It also sees a higher net for United Paramount Theatres than the $3.06 per share of earnings and 66 cents per share in capital gains profits of last year.

THE CROWDS ARE BACK THANKS TO 20TH CENTURY-FOX











and they'll keep getting BIGGER and BIGGER and BIGGER when you play

THE DESERT FOX

LET'S MAKE IT LEGAL

ANNE OF THE INDIES
Technicolor

GOLDEN GIRL
Technicolor

and coming...

KANGAROO
Technicolor



It's Movie Time USA

MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70. NO. 67 NEW YORK, U. S.A., THURSDAY, OCTOBER 4, 1951 TEN CENTS

20th Divorce Plan Set for 'Holders OK

'Insignificant' Number Of Proxies Opposed Move

Overwhelming approval of 20th Century-Fox's reorganization plan as provided in the 20th-Fox consent decree by today's special stockholders meeting here was virtually assured, according to a high company official, who said that only an "insignificant" number of proxies opposed the move.

Bankers Trust, which tabulated the proxies mailed in, was kept busy all yesterday with thousands of later arriving proxies.

Preliminary reports of returns, as disclosed to MOTION PICTURE DAILY, showed that out of 13,037 proxies tabulated by yesterday morning, only four tenths of one per cent was opposed to the reorganization plan under which 20th-Fox's domestic theatre operations would be divorced from production - distribution, terminating the U.S. anti-trust suit against the

(*Continued on page 4*)

50% Rise in Output Of Technicolor Is Expected by Kalmus

HOLLYWOOD, Oct. 3.—Technicolor's program for expanding its facilities envisages an increase of 50 per cent in the output of positive prints. Thus, the present output of 400,000,000 feet per year would be raised to about 600,000,000.

Dr. Herbert T. Kalmus, Technicolor president and general manager, made this disclosure here today upon his arrival from the East to consult with John R. Clark, Jr., his assistant, and other Technicolor officials on the

(*Continued on page 4*)

Settle Percentage Suits Out of Court

RALEIGH, N. C., Oct. 3.—Eight percentage actions brought by distributors against E. G. Crews, operator of the Carolina and Orpheum theatres in Oxford, have been concluded upon stipulation of counsel for all parties. Judgment terminating each action, signed by U. S. District Judge Don

(*Continued on page 4*)

Lippert 'Must' Sell Some Product to Telecasters

HOLLYWOOD, Oct. 3. — Lippert "must make use of television NOW in order to exist," declared Robert L. Lippert, president of Lippert Productions, in answer to the criticism of "some exhibitors" complaining against the sale of some Lippert features to telecasters.

"What film we have sold to television has been only our older product and consisted of pictures that have not paid off their costs from theatrical distribution and which are no longer in demand," Lippert continued, adding: "None of our bigger pictures are being put on television."

Lippert, in a frank statement appearing in the company's house publication, declared: "Had the proper increases been paid in film rental commensurate with our increased

(*Continued on page 4*)

Para. Booker Drive To Honor O'Shea

E. K. (Ted) O'Shea, vice president of Paramount Film Distributing Corp., will be honored by the company's booker-salesmen in their fourth annual booking drive scheduled for Dec. 2-29. "Booker Salesmen's Month" is traditionally dedicated to a Paramount sales executive.

Inaugurated by A. W. Schwalberg, president of Paramount Film Distributing Corp., Booker-salesmen's month is a tribute also to the bookers themselves.

Quotas have already been set for the drive, and advertising material is currently being prepared by a home

(*Continued on page 2*)

Balaban Sells Block Of Para. Options

WASHINGTON, Oct. 3.—Paramount Pictures president Barney Balaban has sold options for 10,000 shares of Paramount common, he has reported to the Securities and Exchange Commission.

The transaction occurred Aug. 31. As of that date, Balaban still had options for 30,000 shares.

These were highlights of heavier-than-usual trading by officers and directors in film company stocks, contained in the latest SEC report. The

(*Continued on page 4*)

Roxy Benefit for Industry Needy

The Eastern motion picture industry will, for the first time, stage a large-scale benefit show to raise funds to care for its own needy veterans. The benefit will be held on Nov. 16 at New York's Roxy Theatre.

The performance, which will feature top names in the entertainment world, is to be presented by the Foundation of the Motion Picture Pioneers as a means of implementing the treasury of the Foundation, an organization formed three years ago for the

(*Continued on page 2*)

NPA Sees 100,000 Pounds Of Copper Drip Annually

WASHINGTON, Oct. 3.—The National Production Authority estimated that more than 100,000 pounds of copper drippings a year could be recovered from film industry projector arc lamps.

The estimate was made in an official NPA release boosting the industry's copper dripping salvage drive.

NPA stressed the cooperation of theatres, studios, exchanges, labor unions and trade associations in the film industry.

The new plan irons out difficulties experienced in World War II, NPA said. At that time scrap dealers were reluctant to buy drippings because of the small quantities offered by each

(*Continued on page 2*)

Variety Meeting In Toronto Today

TORONTO, Oct. 3.—The mid-year meeting of Variety International will start here tomorrow at the Royal York Hotel and will run through Saturday. Participation in the Will Rogers Memorial Hospital Christmas salute is on the agenda.

Among those attending will be Marc Wolf, international chief barker; Jack Beresin, international first assistant chief barker; George Hoover, international second assistant chief barker; George Eby, dough guy; Murray Weiss, international property master, and Chick Lewis, international publicity director.

Allied Defers TOA Meet on Arbitration

Wolfson Meets Myers; Latter Lacks Authority

WASHINGTON, Oct. 3. — Allied States Association general counsel Abram F. Myers said he has no authority to talk arbitration at the present time with the Theatre Owners of America.

Myers made the comment when questioned on the TOA board's announced intention to sound out Allied on a meeting on arbitration.

TOA president Mitchell Wolfson did sound him out on the question, Myers said. He added that he notified TOA that the Allied board at its Kansas City meeting in May had authorized him only to explore with the distributors the question of arbitration, providing there might be some agreement on competitive bidding also.

He said he had no authority to

(*Continued on page 4*)

To Rush Series Prints; Playoff May Be Included

This week's newsreels will carry the exciting highlights of baseball's top event of the year—the World Series, which will get underway here today. Some major newsreel companies also expect to include yesterday's "Frank Merriwell" climax of the Dodgers-Giants playoff game in their prints of the first Series game.

Movietone News, News of the Day,

(*Continued on page 4*)

New Stars to Open Ill. 'Movietime'

CHICAGO, Oct. 3.—Yielding to urgent demands by co-chairmen Jack Kirsch and John Balaban of "Movietime in Illinois, U.S.A.," for a stronger star lineup, Mort Blumenstock, who is organizing and directing the personality tours, has assigned Danny Kaye and Donna Reed to the Illinois group for the tour.

The complete Illinois contingent

(*Continued on page 2*)

Personal Mention

MARVIN SCHENCK, M-G-M vice-president, arrived here from the Coast last night with his wife.

•

BOYD SPARROW, manager of Loew's Warfield, San Francisco, has left that city for Washington and New York. CHARLES E. KURTZMAN, Loew's Northeastern district manager out of Boston, will take over the Warfield in his absence.

•

JACK BRODER, president of Jack Broder Productions and Realart Pictures, and his wife will arrive in New York today from the Coast, accompanied by SY LIPSON, secretary-treasurer of Realart.

•

DAVID M. IDZAL, managing director of the Fox Theatre in Detroit, has been elected to the board of directors of the Wayne County Chapter, National Foundation for Infantile Paralysis.

•

MIKE NEWMAN, Columbia publicist in Los Angeles, is in San Francisco, and today will be joined by ARCH OBOLER.

•

OSCAR A. MORGAN, general sales manager of Paramount News and short subjects, will return here today from Jacksonville, Fla.

•

STEVE BROIDY, Monogram - Allied Artists president, and NORTON V. RICHEY, vice-president, will leave here for Europe today on the *S.S. America*.

•

RICHARD DE ROCHEMONT, producer, will sail from here today on the *S.S. Ile De France* for Europe.

•

PHIL REISMAN, RKO's foreign department head, will leave here for Europe on Saturday.

•

RUSSELL ROUSE, director-writer, will leave here today for Hollywood.

Pearson and Grew at 'Sun' D. C. Premiere

Drew Pearson will be master-of-ceremonies and former Ambassador Joseph Grew will make the closing remarks at the "A Place in the Sun" benefit premiere to be held at the Trans-Lux Theatre in Washington, on Monday evening, Paramount reported here yesterday.

All proceeds from the opening of George Stevens' production will be turned over to the 1951 "Crusade for Freedom," which is seeking to raise $3,500,000 nationally to help combat Communism overseas.

Para. Booker Drive

(*Continued from page* 1)

office committee under chairman Monroe R. Goodman. Other members include Harold Beecroft, Joseph Bisdale, Sid Blumenstock, Carl Clausen, Arthur Dunne, Martin Friedman, G. Knox Haddow, Fred Leroy, Sid Mesibov, Jerry Pickman, Jack Roper, George Schur and Joseph Walsh.

Another Extension On Schine Decree

Washington, Oct. 3. — The Justice Department has given Schine Theatres another extension, until Nov. 5, to dispose of seven theatres which under the original consent decree were to have been sold by June 30.

Report Decca Bid For Universal Stock

Decca is said to have made William Goetz and Leo Spitz, operating heads of Universal Pictures, a bid of $2,000,000 for their stock interest in the company, which is estimated at 125,000 shares, according to press reports reaching here from Hollywood.

It is expected that the executives will make their decision on or before Nov. 1.

According to the reports, it has been agreed that the present management setup of Universal Pictures would not be affected by the stock transfer, which would thus enable Goetz and Spitz to realize capital gains on their investment. Universal president Nate J. Blumberg is alleged to be negotiating with Decca in New York.

Philip Marget, 70, Boston Exhibitor

BOSTON, Oct. 3.—Philip J. Marget, 70, well-known Boston exhibitor, died at his home in Brookline last night. He owned and operated the Strand theatre in Chelsea and the Bellevue theatre in Central Falls, R. I.

Marget was a charter member of the Variety Club of New England, president of the Jewish Memorial Hospital of Boston and a member of the board of the Children's Cancer Research Foundation. He leaves three daughters. Funeral services will be held at the Congregation Kehillath Israel in Brookline this morning.

Farnol Promotion Aids Music Hall

New York newspapers yesterday and today carry two-page ads heralding Macy's "Our Favorite Picture" selection, a promotion originated by Lynn Farnol, publicist and representative of the New York exhibitors' Organization of the Motion Picture Industry. The selection is M-G-M's "An American in Paris," which will open at Radio City Music Hall here today.

Carlin's Daughter Killed

OMAHA, Oct. 3.—Bonnie Carlin, daughter of Henry Carlin, operator of the Carlin Theatre, Spalding, Neb., was killed when a racing car jumped a guard rail at the Grandview Racing Bowl and Drive-in at Bellevue, Neb. Driver Dick Haynes was uninjured when his auto turned a flip over a six-foot rail, according to E. C. Petsch, operator of the theatre and bowl.

'Co-op' Test Suit Resumes Monday

CLEVELAND, Oct. 3.—The G. and P. anti-trust hearings, which opened in Federal Court here two weeks ago will be resumed on Monday, following a week's interim. Special interest attaches to this suit because it is supposed to be the first in which a co-operative booking agency is named defendant along with exhibitor and distributor defendants.

Plaintiff attorney Samuel T. Gaines is trying to establish that Co-operative Theatres of Ohio is a circuit and as such used its buying power to "coerce" the distributor defendants to sell their product to the Regent Theatre which it serves, to the disadvantage of the Moreland Theatre.

Milton A. Mooney on Stand

On the stand, Milton A. Mooney, president of Co-operative Theatres of Ohio, has denied that he operates a circuit and maintains that he buys picture by picture for each theatre served by him. Distributor defendant I. J. Schmertz, 20th-Fox branch manager, the only defendant witness to date to be interrogated, also maintains that he sells his product to "Co-op" on an individual picture basis for every situation individually.

Denver Trust Suit Against Majors Off to Jan. 7

DENVER, Oct. 3.—Delayed again because of the illness of John Wolfberg, partner in Cinema Amusements Inc., the trial of the case against RKO, Loew's and 20th Century-Fox, for $1,000,000 damages has been set back to Jan. 7. Cinema is claiming losses were sustained after it took over the Broadway because of its alleged inability to buy films at equitable prices. The case will be heard before a jury in United States District Court.

N. J. Allied Meet Plans Convention

The Allied Theatre Owners of New Jersey membership met here yesterday to discuss plans for the national Allied States convention to be held at New York's Biltmore Hotel here on Oct. 28-Nov. 1. The New Jersey regional will be convention host.

Wilbur Snaper, New Jersey Allied president and convention chairman, will report on the plans at a press interview this morning.

Roxy Benefit

(*Continued from page* 1)

specific purpose of assuring the welfare of those members of the industry who are in need of assistance.

Skouras Heads Committee

Heading the committee in charge of the affair is Spyros P. Skouras, and working with him on arrangements is virtually every other industry leader in the East. Tickets for the performance, which will begin at midnight, will be scaled from $5.00 to $25.00 and it is anticipated that all 6,000 seats of the huge Broadway showcase will be filled, with the Foundation realizing approximately $60,000 from the affair.

Dailies in Chicago Play Up 'Movietime'

Chicago, Oct. 3. — All daily newspapers here are behind the "Movietime U. S. A." campaign, using "Movietime" slugs liberally as headings and column breaks throughout their amusement pages.

Ill. 'Movietime'

(*Continued from page* 1)

now consists of Kaye, Miss Reed, Susan Cabot, Barbara Hale, Bill Williams, Alice Kelley, Otto Kruger, and producers William Perlberg and George Seaton.

Kaye, Miss Cabot and Seaton will comprise the first of three groups to arrive in Chicago, after the contingent is divided up to visit over 30 towns in Illinois and Northern Indiana, and will be presented to Mayor Martin Kennelly on Oct. 12 to receive the mayor's official proclamation of "Movietime" in Chicago.

Parade on Saturday

The rest of the troupe will arrive in time to participate in a colorful "Movietime" parade down State street the following morning, Saturday, Oct. 13, along with social, military, and business organizations who are joining in to honor the motion picture industry.

In addition to the stars, floats, marching units, and bands, children dressed to represent their favorite movie stars will take part in the parade, competing for prizes to be awarded for the best costumes. After the parade, all children who participate will be admitted free to Loop theatres, and the tour personalities will attend a luncheon at the Sarah Siddons Room of the Ambassador East Hotel, along with leading members of the industry in Chicago.

Capital Wants More 'Movietime' Talent

WASHINGTON, Oct. 3.—Washington exhibitors have called a meeting tomorrow to discuss methods of getting more "big-name" stars assigned to the Washington area for the "Movietime U. S. A." drive.

The exhibitors have been unhappy about the delegation named for here, and have protested to New York. A. Julian Brylawski, chairman of the local drive, said tomorrow's meeting was "to discuss problems that have arisen." Other key men in the drive here said the meeting was on the personalities issue.

NPA Estimated

(*Continued from page* 1)

individual and because dealers thought the black color impaired the copper content. The current campaign sets up an organization to collect individual theatre drippings and turn over to dealers only large amounts. Also, the Metal Dealers Association is advising its scrap metal members of the need for the drippings.

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TRADE SHOWINGS

ALBANY			
Grand Theatre	Tues.	10/9	8:30 P.M.
ATLANTA			
Rialto Theatre	Fri.	10/12	9:30 P.M.
BOSTON			
Keith Memorial	Mon.	10/8	8:15 P.M.
CHARLOTTE			
Manor Theatre	Wed.	10/10	9:00 P.M.
CINCINNATI			
Palace Theatre	Mon.	10/8	9:15 P.M.
CLEVELAND			
Palace Theatre	Fri.	10/12	8:30 P.M.
DALLAS			
Palace Theatre	Wed.	10/10	6:00 P.M.
DENVER			
Orpheum Thea.	Mon.	10/15	8:00 P.M.
DES MOINES			
Orpheum Thea.	Fri.	10/12	8:30 P.M.
DETROIT			
Art Theatre	Mon.	10/8	1'30 P.M.
INDIANAPOLIS			
Indiana Theatre	Mon.	10/15	8:15 P.M.
KANSAS CITY			
Missouri Thea.	Mon.	10/8	8:30 P.M.
LOS ANGELES			
RKO Pantages	Mon.	10/8	8:30 P.M.
MEMPHIS			
Loew's State	Mon.	10/15	8:00 P.M.
MILWAUKEE			
Garfield Thea.	Mon.	10/15	8:30 P.M.
MINNEAPOLIS			
RKO Pan	Mon.	10/8	8:30 P.M.
NEW ORLEANS			
Orpheum Thea.	Mon.	10/8	8:30 P.M.
NEW YORK			
Paris Theatre	Mon.	10/8	10:30 A.M.
OKLAHOMA CITY			
B'way Center	Mon.	10/15	8:30 P.M.
OMAHA			
Brandeis Thea.	Tues.	10/9	8:15 P.M.
PHILADELPHIA			
City Line Center	Mon.	10/15	8:30 P.M.
PITTSBURGH			
Stanley Theatre	Mon.	10/8	8:30 P.M.
ST. LOUIS			
Missouri Thea.	Mon.	10/22	8:30 P.M.
SALT LAKE CITY			
B'way Center	Tues.	10/16	9:00 P.M.
SAN FRANCISCO			
Golden Gate	Mon.	10/8	9:00 P.M.
SEATTLE			
Liberty Theatre	Mon.	10/15	8:30 P.M.
SIOUX FALLS			
Hollywood Thea.	Mon.	10/29	8:30 P.M.
WASHINGTON			
Keith's Theatre	Mon.	10/8	8:30 P.M.

RKO'S BIG TECHNICOLOR MUSICAL THANKSGIVING ATTRACTION!

Allied Defers

(*Continued from page* 1)

meet with TOA now, although the matter might be reviewed at Allied's coming convention in New York.

Distributors have taken the position that legal considerations prevent them from drawing up an industry arbitration system with any single segment of exhibition and that, therefore, exhibitors must first agree en masse to arbitration negotiations. Accordingly, the TOA board last week proposed that Allied be approached in advance of that organization's convention to seek its general agreement on the desirability of an arbitration system and the areas it should cover. Wolfson's approach to Myers apparently inaugurated that mission but obviously further developments now must await new instructions from the Allied board when it meets in New York late this month.

In view of the fact that Myers has had no talks with the distributors on the subject since May, and since he has been ordered to report to the convention on progress, it can be assumed that he will shortly submit new competitive bidding and arbitration proposals to the distributors.

The Allied board holds that a change in the language of the New York court's decree could be made with distributor approval, which would eliminate the need for independent exhibitors engaging in competitive bidding against one another, but would leave them free to bid against circuits. The Allied board reportedly feels that this should be taken up before or concurrently with discussion of an arbitration plan.

Memorial Meet Today

A luncheon-meeting will be held at the Hotel Astor here today to discuss the establishment of a memorial to the late Joe Hornstein, equipment dealer. The meeting was called by Fred Schwartz, local Variety Club chief barker.

SDG Award to Hitchcock

HOLLYWOOD, Oct. 3.—Alfred Hitchcock is the winner of the Screen Directors Guild's first quarterly award for directorial achievement, for "Strangers on a Train," the SDG revealed.



Vote for A 5% Rise In Corporate Tax

Washington, Oct. 3.—House-Senate tax conferees today voted to boost corporate tax rates five per cent, and to make the increases retroactive to April 1, 1951.

The new rates would send the tax on the first $25,000 of corporate income to 30 per cent and the tax on the balance to 52 per cent. A March 31, 1954 termination date was provided for the corporate increases.

World Series Plans

(*Continued from page* 1)

Paramount News, Universal News and Warner Pathe News plan to have extra cameramen to cover the Series. Preparations were underway yesterday to process the film quickly so that prints can be delivered to theatres almost immediately. Today's opening game of the Yankees and Giants will be viewed in theatres tomorrow, and if at all possible late this evening.

Undecided on Giant-Dodger Game

Regarding yesterday's Giant-Dodger thriller, many newsreel companies were undecided whether to include it as a "special" at a late hour, explaining that today and tomorrow the public will be mainly interested in the Series. However, because the event proved so exciting, highlights of the game, especially the ninth inning, are expected to be included by some companies in initial prints on the Series.

On the video front, the only theatre in the country scheduled to carry the series on TV is John Wolfberg's Broadway Theatre in Denver, equipped with General Precision Laboratory's theatre TV system. It will be an exclusive for that house, Denver not being served by a TV station.

The Mutual network will again exclusively carry this year's Series, with airtime scheduled for 12:45 P. M. Locally, WOR-TV plans to use a full complement of cameramen for coverage of the Series.

Lippert on TV

(*Continued from page* 1)

costs, we would not have had to turn to television for revenue."

Lippert said, "most exhibitors have used budget-type product only as a convenience. The result is apparent. Television revenue must be obtained to offset increased production costs which the exhibitor fails to recognize.

"On the other hand, it is a known fact that within the next few years theatre television will be in a majority of the theatres in the United States.

"When you ask a company like ours to stay out of television, would you also agree that you will not use television in your theatres and supplant our programs? Of course you would not because you will claim you need this additional attraction in order to survive.

"The first that will be eliminated by this new medium will be the smaller companies, of which we are one.

"Accordingly, we also need this additional revenue from television to survive. Put yourself in our position. Look at the 'cold figures.' Eventually, you will have to have television. We must make use of television revenue now in order to exist," said Lippert.

20th 'Holders

(*Continued from page* 1)

company. Approval of two-thirds of the stockholders, now assured barring a last-minute hitch at today's meeting at the company's home office, is required before the plan can be placed in effect. If approved, the company will have until June 7, 1953, to complete the divorcement.

Skouras Sees Industry Prosperity in Eidophor

The successful demonstration of 20th Century-Fox's Swiss Eidophor CBS theatre color television system in Zurich, Switzerland, foreshadows "a whole new era of prosperity for the motion picture industry," Spyros P. Skouras, 20th-Fox president, declared on his arrival here yesterday.

Returned for Stockholders' Meeting

Skouras flew to Zurich for the demonstration and returned here for today's stockholders' meeting.

This theatre color television, Skouras said, "will make it possible for people in small and large communities throughout the world to see many types of entertainment that are presently available to only privileged spectators in Metropolitan areas."

"In the past," he added, "it was economically impossible to stage a big show for one theatre, but the large screen theatre color television now will enable us to present at the same time to a greater number of theatres a very lavish program. This, we believe, will be seen by millions of movie-goers."

Balaban Sells

(*Continued from page* 1)

report covers Aug. 11 to Sept. 10.

At Monogram, Kenilworth Investment Co., controlled by Harold J. Mirisch, reported acquiring 41,250 shares of common. That is the company's entire holding. Mirisch personally owns 1,200 shares. Also on that date, George D. Burrows and Sam Wolf each sold 27,500 shares of the firm's common. This dropped Burrows' holdings to 33 shares and Wolf's to 2,500 shares.

Lind Sold 300 Shares

Albert W. Lind sold 300 shares of Republic cumulative preferred, leaving himself with 200 shares. Arthur J. Miller sold his 100 shares of preferred, leaving himself only with 200 shares of common. Edward Muhl reported acquiring 200 shares of Universal common and 30 shares of preferred since March, his total holdings.

Percentage Suits

(*Continued from page* 1)

Gilliam, stated that it appeared "from statements of counsel of record that all matters and things in controversy set forth in said complaint have been compromised and settled between the parties." He directed that costs of the actions be paid by the defendant exhibitor in accordance with the stipulation. The actions had been filed by Universal, United Artists, Columbia, Warner, RKO, 20th Century-Fox, Loew's and Paramount.

W. T. Joyner and H. E. Powers of the Raleigh law firm of Joyner and Howison represented the distributors with Sargoy and Stein of counsel.

Loew's Ohio Dishes Up A Nightmare

Cleveland, Oct. 3. — The film booker at Loew's Ohio Theatre here gave himself a questionable holiday when he set about to book 14 horror films to run two-a-day during the week just past, coming up with these black-cat combinations: "House of Frankenstein" and "House of Dracula"; "Mummy's Ghost" and "Mummy's Tomb"; "Son of Dracula" and "Dracula's Daughter"; "The Black Cat" and "Black Friday"; "Invisible Woman" and "Invisible Man"; "Night Monster" and "Nightmare"; "Phantom of the Opera" and "Tower of London".

The bright news was a $6,500 gross against a $5,000 average week's intake.

Technicolor Rise

(*Continued from page* 1)

expansion program for the Hollywood plants.

At a recent meeting of the Technicolor board, $2,000,000 was appropriated for the program, which is expected to be completed in two stages. The first stage will aim at an increase in the Technicolor capacity of about 60,000,000 feet of positive prints per year, which would be expected to be in operation by early 1952. The second would be expected to result in a further increase of about 140,000,000 feet.

No Outside Financing Is Necessary

The completion of the second stage depends entirely upon the ability of Technicolor to obtain permits for the required materials and construction, Kalmus reported. He said no outside financing is necessary for the expansion. In answer to questions, Kalmus stated that the "whole expansion program is in keeping with the policy of Technicolor to give the best possible quality in color with ample capacity for prompt deliveries and at the best possible prices consistent with current industrial conditions."

"It has been and will continue to be the policy of Technicolor to reduce prices from time to time when increased volume or savings in manufacturing costs and other conditions permit," he added.

'Rhubarb' to Open 7th K-B Theatre

WASHINGTON, Oct. 3.—Nov. 1 has tentatively been set as the opening date, and Paramount's "Rhubarb" the opening picture for the Ontario, latest addition to the K-B Amusement Co. circuit. The theatre, which brings the group to seven, is at 17th and Columbia Road in Northwest Washington.

An eighth K-B theatre, the Langley, is due to open in December.

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MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70. NO. 68 NEW YORK, U.S.A., FRIDAY OCTOBER 5, 1951 TEN CENTS

60% of Allied Meet Set for Trade Issues

Sessions Will Be Open To Non-Allied Exhibitors

A full 60 per cent of the activity at the forthcoming Allied States Association annual convention at New York's Biltmore Hotel will be devoted to examinations of trade practice problems, Wilbur Snaper, convention chairman, said here yesterday.

The remaining 40 per cent, Snaper explained, will represent time consumed by addresses by convention guests, including presidents of distribution companies.

Set for Oct. 30 through Nov. 1, the convention business sessions, including "film clinics," will be open to all registrants, whether they are members of Allied or not, Snaper said. Registration fees are $25 for men and $20 for women.

Some 300 Allied and non-Allied registrants already are recorded by the convention committee, according to Snaper, who is also president of New

(*Continued on page 5*)

$1,498,000 Profit For Columbia Last Year; Quarter Up

A net profit of $1,498,000 for the year ended June 30 was reported here yesterday by Columbia. The final quarter of the year brought a net of $531,000.

The annual figure compares with $1,981,000 for the previous year, and the quarter figure compares with $526,000 for the corresponding period of 1949-50.

Last year's profit was equal to $1.86 per share on 654,311 shares of common stock outstanding on June 30, as against $2.58 per share for the previ-

(*Continued on page 4*)

Steinberg Appointed Publicity Manager

Herb Steinberg has been named publicity manager of Paramount Pictures here by Jerome Pickman, director of advertising and publicity.

Steinberg, who joined the Paramount publicity department in 1949, has been functioning as New York daily newspaper and column "planter." In recent months he has also handled

(*Continued on page 4*)

Buchman, 1945 Red, Was On Army Tour That Year

Sidney Buchman, who testified before the House Un-American Activities Committee in Los Angeles on Sept. 25 that he had been a Communist between 1938 and 1945, was one of the group of industry leaders who toured the European Theatre in June of the latter year at the invitation of Supreme Headquarters of the Allied Expeditionary Forces.

The three weeks' tour, confined to "VIP's"—Very Important Persons—had for its purpose a first-hand inspection of conditions in Europe to aid the American film industry set its sights on post-war problems, political and economic. The agenda included discussions with William S. Paley of the Columbia Broadcasting System on policies bearing on the political orientation of Germany.

The trip which, it will be remembered, precipitated considerable competition for space in the special Army plane authorized for the purpose, was closely screened, the processing embracing, among others, the services of

(*Continued on page 4*)

SMPTE Cites E. I. Sponable

HOLLYWOOD, Oct. 4.—Earl I. Sponable, technical director of 20th Century-Fox Film, will be honored by the Society of Motion Picture and Television Engineers at its 70th semi-annual convention here Oct. 15-19, it was announced by Peter Mole, President of the Society.



E. I. Sponable

At the annual award ceremony at the Hollywood Roosevelt Hotel, Sponable, past president of the SMPTE, will receive both the Society's Progress Medal and the Samuel L. Warner

(*Continued on page 4*)

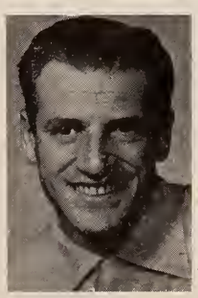
Top Names Coming Here for 'Movietime'

Some of filmdom's top box-office names will converge on New York this weekend to help launch the "Movietime U.S.A." celebration in this area. Included in the contingent will be top directors and writers. Along with 1,000 New York City civic leaders

(*Continued on page 6*)

Stanley Kramer to Film Life of F. D. Roosevelt

HYDE PARK, N. Y., Oct. 4.—Producer Stanley Kramer has been granted film rights to the life story of Franklin Delano Roosevelt, it was disclosed here today by Mrs. Franklin D. Roosevelt. However, it will be at least three years before the Roosevelt story reaches the screen, Kramer has informed Mrs. Roosevelt, since intensive research into the late President's entire lifetime and a deep study of countless history-making documents are involved.



Stanley Kramer

The arrangement includes the collaboration of Mrs. Roosevelt in the film, which Kramer will make for Columbia release. The producer now is filming his final picture for United Artists release, and thereafter will release through Columbia.

No deal for the motion picture rights to F.D.R.'s life story has been possible up to now, Mrs. Roosevelt having made clear that five years would have to elapse after his death before anyone would be granted them.

"I am happy that Mr. Kramer will be the one to produce this picture," Mrs. Roosevelt said. "I am familiar with his work and have great confidence in his honesty and integrity as well as his ability."

Kramer is quoted as having said

(*Continued on page 2*)

Big Business Upswing for 20th-Fox Seen

$1.2 - Million for Third Quarter, Skouras Predicts

A definite upswing in business for the third and fourth quarter of the 1951-'52 fiscal year was forecast yesterday by Spyros P. Skouras, president of 20th Century-Fox, at the company's special stockholders' meeting here which overwhelmingly endorsed the reorganization plan of divorcement and divestiture required by the 20th-Fox consent decree.



Spyros Skouras

Consolidated net earnings of between $1,200,000 and $1,300,000 for the third quarter was predicted by

(*Continued on page 6*)

Bar Series TV in Denver Theatre, But Hotels Get It

DENVER, Oct. 4.—John Wolfberg's Broadway Theatre here, which had planned to offer the World Series games on its newly installed large screen television equipment, was prevented from doing so today by the refusal of baseball commissioner Ford Frick to approve the project. Frick said the question of theatre showings of the series telecasts had too many angles to decide now.

Approximately 50,000 Denverites saw telecasts of the first series game

(*Continued on page 4*)

Switow Heads Drive For Rogers Hospital

Sam J. Switow of Louisville has accepted the national exhibitor chairmanship of the amusement industry's annual 'Christmas Salute', the fund raising drive for the hospital which will begin on Nov. 1 this year and will continue through Dec. 15.

The Variety Clubs, at their annual convention in Philadelphia last spring,

(*Continued on page 4*)

Personal Mention

SAMUEL GOLDWYN will arrive here from the Coast on Sunday for a two weeks' stay to plan campaigns for "I Want You."

•

W. D. HAUSLER, vice-president and general manager, and LARRY DAVEE, sales manager and engineer of Century Projector Corp., will leave here this week for the TESMA meeting in Los Angeles.

•

WALTER FUTTER, producer, and JACK KIRKLAND, scenarist, will be on the "We, the People" show tonight on the NBC-TV network.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, returned to New York from Minneapolis yesterday.

•

EDWARD LACHMAN, president of Lorraine Carbons, is en route to the Coast from New York by way of Toronto.

•

MARION F. JORDAN, U-I foreign department executive, will leave over the weekend for South America.

•

ALFRED W. CROWN, Samuel Goldwyn Productions sales head, will leave here on Monday for England.

'U' 'Not Involved' In Decca Stock Bid

Universal home office executives yesterday characterized the negotiations by Milton Rackmil, president of Decca, for purchase of the approximately 10 per cent stock interest in Universal held by Leo Spitz and William Goetz as a matter in which "U" is not involved.

Reports that the purchase was aimed at an eventual merger of Universal and Decca were denied and it was stated that there have been no discussions of such a move. One executive added, however, that if the stock purchase were consummated there would be nothing to prevent Rackmil from proposing a merger plan, if he were so minded, which could be submitted to the stockholders of both companies for their approval. He intimated that he saw no such proposal emanating from Universal, in any event. In the absence of such a plan, he declined to speculate on its possible advantages to either company.

A report that Spitz would withdraw from Universal if the stock sale was consummated also was discredited by Universal officials, who pointed out that Spitz has a contract which has several years to run. Neither Spitz nor Goetz is an officer or director of Universal. They received their appreciable Universal stock holdings in 1946 when Universal took over their International Pictures.

The Universal view of the negotiations appeared to be that they are limited to investment possibilities for Decca and a capital gains realizing opportunity for Spitz and Goetz.

Canadian Theatres Do Good Business

MONTREAL, Oct. 4.—Theatre business in Canada this year has been as good, if not better, than in 1950, according to a report by John J. Fitzgibbons, president of Famous Players Canadian Corp., to the annual conference of the Motion Picture Industry Council of Canada in his capacity as MPIC president.

No Cause for Concern About TV

While there is no immediate cause for concern about television in Canada, he urged the delegates to be prepared for it. He cited the situation in Windsor, Ontario, where, according to statistics, 27,000 TV sets had been sold. Televiewers in the Windsor area have access to seven channels of neighboring American TV stations, yet theatre attendance in that vicinity decreased only approximately six per cent.

While he felt exhibitors could not pay any higher rentals, Fitzgibbons said theatre operators must give increased playing time to deserving pictures if they expect to maintain the supply of product.

All officers and committee chairmen of the council were reelected for a third term. Fitzgibbons, president of Famous Players Canadian Corporation, was unanimously returned as chairman, David Griesdorf, general manager of Odeon Theatres of Canada, as vice-chairman, and Arch J. Mason, of Springhill, Nova Scotia, as secretary-treasurer.

Profit for Rank on Canadian Interests

TORONTO, Oct. 4.—The J. Arthur Rank Organization of Canada reports for the year ending June 23 a net profit of $830,000, compared with a loss of $375,000 in the preceding 12 months.

Regarding the Canadian interests, Rank was quoted as saying that, with efficient management, the investment in the rich, and rapidly-developing Dominion should become of increasing importance this year.

The organization's substantial theatre interests outside the United Kingdom insured an adequate outlet for British films, he said, and, in addition, "we are making a reasonable return upon our investments."

Reserve Decision On Salesmen's Unit

CHICAGO, Oct. 4. — An informal hearing was held here today by the NLRB on the petition of the recently-organized Motion Picture Salesmen's Guild of Chicago to be recognized as the official bargaining agent for local film salesmen. The petition was taken under advisement and the NLRB will decide in the near future whether a formal hearing will be held. In addition to Harold Zoltner, president of the Guild, and the Guild's attorney, S. L. Kamin, representatives of 20th Century-Fox, M-G-M, Paramount, Universal, Warner, RKO, Columbia, U.A. and Republic, as well as National Colosseum of Motion Picture Salesmen counsel David Beznor, attended today's hearing.

Music Hall Bow of 'An American' Big

M-G-M's "An American in Paris" opened to an estimated $20,000 at the Radio City Music Hall here yesterday, overcoming the competition of the World Series, and pacing such big grossers as "Caruso" and "Show Boat," predecessors at the Hall.

Another big opener was at the Roxy with Josephine Baker headlined on stage, coupled with the bow of "A Millionaire for Christy." An excellent $15,000 was forecast for the first day's business.

Paramount Holds RKO's 'Leathernecks'

Because of top business, the New York Paramount will hold RKO Pictures' "Flying Leathernecks" for a fourth week, Bob Shapiro, manager, reported yesterday. An excellent gross of $172,000 was racked up for the first two weeks, with prospects for the current third week also healthy. The picture is expected to become the highest grossing RKO film in the Paramount.

First-Run Cleveland Business Excellent

CLEVELAND, Oct. 4.—"An American in Paris," pre-released at Loew's Stillman and showing at $1.00 top, outgrossed "Annie Get Your Gun" in its first week, with $23,000 in the till. "David and Bathsheba," also at advanced prices, held well in the second week and will end the week with a good $12,800; it will be a holdover for a third week. "His Kind of Woman" topped the RKO Palace average by 35 per cent with a neat $14,000 and at the Hippodrome, "He Ran All the Way" made a pretty good showing with $12,500. Ice Capades opened to the usual big attendance. Fine weather brought out crowds to benefit downtown theatres.

Roosevelt Film

(*Continued from page* 1)

at the time of signing the deal: "This is for me a personal dedication to what I consider the most important of all American subjects for the screen."

Kramer, producer of "Champion," "Home of the Brave," "The Men" and "Cyrano de Bergerac," currently is making "Death of A Salesman." He will leave New York tomorrow for Hollywood.

Mrs. Roosevelt was represented in the negotiations by the Jaffe Agency.

150,000 Cut-Rate 'Twist' Tickets

With the cooperation of the New York City public school system and the parochial school system of Greater New York, and every college in the metropolitan area, more than 150,000 special student discount tickets have been distributed for the New York premiere engagement of "Oliver Twist" at the Park Avenue Theatre, owner Walter Reade disclosed here yesterday.

Distribution of the tickets was made by the film committees or councils of the various school systems.

Balcon Film for Royal Command

London, Oct. 4. — Ealing Films' "Where No Vultures Fly" was chosen today as the Command Performance picture at Odeon's Leicester Square Theatre, Nov. 5. The Michael Balcon production, in Technicolor, is an African drama made on location.

Hornstein Memorial Plans Outlined Here

Plans for a memorial to the late Joe Hornstein, veteran equipment dealer here, were discussed at a luncheon meeting held at the Hotel Astor yesterday by Fred J. Schwartz, chief barker of the local Variety Club. One plan calls for a contribution to one of Hornstein's favorite charities from funds allocated from the sale of a special group of Variety Club raffle books.

For this purpose a goal of 63 raffle books was set for each of 63 people Hornstein had selected to serve on a raffle-selling committee before his death.

Other memorial ideas include a plaque at the Will Rogers Memorial Hospital.

Zukor Will Attend 'Sun' D.C. Premiere

Adolph Zukor, chairman of the board of Paramount Pictures, will attend the "Crusade-for-Freedom" benefit premiere of "A Place in the Sun" in Washington at the Trans-Lux Theatre next Monday evening, along with members of Washington's diplomatic corps, the U. S. Government and of local society.

Zukor will arrive in Washington early Monday to attend the Council of Motion Picture Organizations' "Movietime U.S.A." luncheon, at the Carlton Hotel. Following the luncheon Zukor will lead Hollywood personalities to the White House to meet President Truman.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring and introducing
GENE KELLY • LESLIE CARON
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN
FLYING LEATHERNECKS
RKO RADIO TECHNICOLOR
in person! LOUIS PRIMA and his Orchestra
"KEELY" SMITH
The Vanderbilt Boys
Extra TONY BENNETT
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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M·G·M's
"TEXAS CARNIVAL"
(TECHNICOLOR)
It's Starting Off Like a Texas Cyclone!

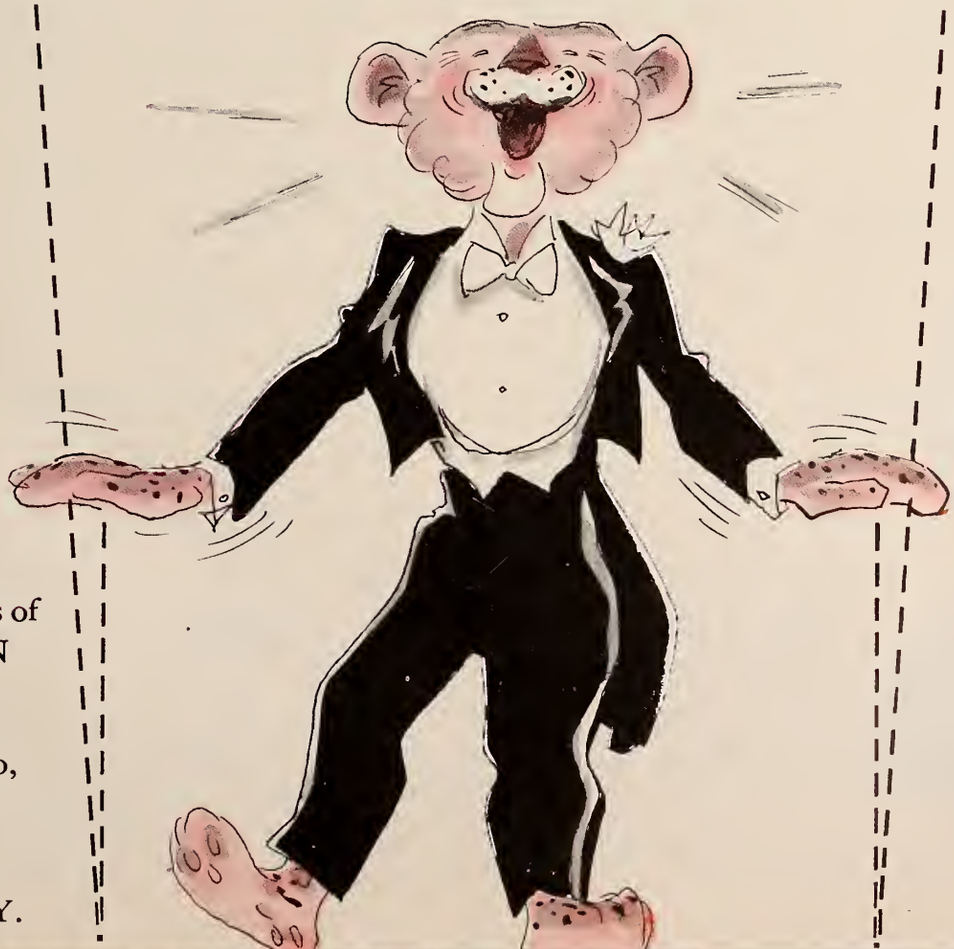
M·G·M's
"TOO YOUNG TO KISS"
(TECHNICOLOR)
It's Hollywood's New Darling! Riotous!

BOUNCE!

UP THEY GO!

That's what the folks want–and it's what your box-office needs! Pep! Vitality! Fun! Laughs!

M-G-M's got B-O-U-N-C-E!



Press Time Bounce!
All four openings of "AN AMERICAN IN PARIS" Terrific!
Cleveland, Frisco, New Orleans, Evansville.
Now watch Music Hall, N. Y.

You must not miss "Too Young To Kiss" Trade Shows Oct. 15th

Columbia

(*Continued from page* 1)

ous year when the same number of shares were outstanding.

In terms of per share earnings the final quarter of the last fiscal year produced 71 cents, against 69 cents for the corresponding period of the preceding year.

Last year, $1,170,000 was set aside for taxes, while $1,470,000 was so tagged for the year ended June 30, 1950. Respective operating profits were: $2,668,000 and $3,451,000. Operating profit for the final quarter of 1950-51 was $1,011,000, with $480,000 set aside for taxes, while operating profit for the corresponding prior period was $900,000, with $374,000 set aside for taxes.

Switow Heads Drive

(*Continued from page* 1)

voted to spearhead the hospital fund raising drive this year. Marc J. Wolf, of Indianapolis, International Chief Barker, who in his capacity as vice-chairman of the national exhibitors committee, will direct his activities to co-ordinate the participation of the Variety Clubs throughout the country in the fund raising.

Drive vice-chairmen Wolf has named the following regional chairmen who will compose the national exhibitors committee:

Jack Beresin, for Pittsburgh and Philadelphia; Jake Flax, Washington, Baltimore; William Elson, Kansas City, Indianapolis, Des Moines, Omaha; George Hoover, Miami, Tampa; Jack Rose, Chicago, Indianapolis, Milwaukee, St. Louis; Allan Moritz, Cincinnati, Dayton, Toledo, Cleveland, Columbus; Julius Schepps, Dallas, Houston, Oklahoma City; Ezra Stern, Los Angeles, Las Vegas; Pat McGee, Denver; Rotus Harvey, San Francisco, Portland, Seattle, Salt Lake City; Murray Weiss, Albany, New Haven, Boston; Elmer Lux and Myron Gross, Buffalo.

Steinberg Appointed

(*Continued from page* 1)

world premieres, special events and star tours in the field. He entered the industry in 1946 as a member of the publicity department of Eagle-Lion.



Review

"My Favorite Spy"

(Paramount)

BOB HOPE smacks a resounding comedy home run in "My Favorite Spy." The picture ranks as one of the funniest of this or any another season. Showmen will find few customers leaving the theatre not laughing, grateful patrons.

Our sturdy friend Bob ping-pongs back and forth in a dual role, one as a hammy burlesque comic, and the other as a dangerous, suavely-attired foreign spy. A very serviceable screenplay has been provided for Hope's talents. In the former role he waltzes through a series of farcical complications, firing a succession of gags in machine gun fashon, and as the sinister spy, he achieves a soaring satire of the melodramatic stereotype.

Hedy Lamarr plays a siren of Tangier who is in the employ of a spy ring that would like to see Hope snuffed out. The action gets underway when Hope, as the spy, is wounded by security officers at LaGuardia Field but he makes his escape. As a police net closes in it drags up Hope the comic, who is the very image of the spy. It is understood that the spy was bound for Tangier with a million dollars to get a roll of microfilm containing a vital military secret. Along the way a security agent hits upon the bright stratagem of having the comic masquerade as the spy and get possession of the microfilm. After a brief training period the comic finds himself in exotic Tangier amid a net of assassins.

Incident upon incident has been conceived in Edmund Hartmann's and Jack Sher's screenplay, and Hope has a rollicking time wading through them. Luckily for him he turns Miss Lamarr's conspiratorial instincts to love, all of which serves him handily in the finale. A dangerous turn develops for masquerading Hope when the real spy turns up. To be sure the Hope in the service of our government completes his mission and renders our country a great service, but not before he has one whale of a time. The wild concluding chase scenes, with Hope dangling at the end of a fire engine ladder, have the quality of old Harold Lloyd classics.

Paul Jones should be very happy with his production. In fine supporting roles are such stalwarts as Francis L. Sullivan, Arnold Moss and Mike Mazurki.

In the whirlwind's calmer moments Hope manages to deliver two songs, "I Wind Up Taking a Fall," and "Just a Moment More." Norman Z. McLeod directed.

Running time, 93 minutes. General audience classification. For December release.

MANDEL HERBSTMAN

Buchman on Army Tour

(*Continued from page* 1)

Colonel Curtis Mitchell, who subsequently became director of advertising and publicity for Paramount.

The headline cargo which arrived in London on June 20, 1945 on the first lap of the top security tour, which was made entirely by air, subject to Army regulations throughout, also included:

Harry Cohn, president of Columbia; Edgar J. Mannix, M-G-M; Barney Balaban, president of Paramount, and Russell Holman, executive in charge of that company's production department in the East; N. Peter Rathvon, then president of RKO; Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox; Jack L. Warner, vice-president in charge of production for Warner Brothers; Cliff Work, then vice-president in charge of production for Universal and S. H. Fabian, Francis S. Harmon and Robert B. Wilby, representing the War Activities Committee.

Buchman made the trip while a vice-president of Columbia and assistant head of production.

For 19 years he has been on the Hollywood scene and long since has earned a reputation as a scenarist of note. Born in Duluth, Minn. on March 27, 1902, Mr. Buchman was educated at the Universities of Minnesota and Columbia and thereafter traveled in England, France, Italy and Russia. On his return to New York, he saw two of his plays produced. "This One Man" starred Paul Muni and "Storm Song" Francine Larrimore.

In Hollywood, his first screenplay was "The Sign of the Cross" for Cecil B. DeMille. Among his other better known writing stints were "Theodora Goes Wild," "Mr. Smith Goes to Washington," "Here Comes Mr. Jordan," "Talk of the Town" and "Jolson Sings Again." In 1937, Mr. Buchman turned producer, operating as Sidney Buchman Productions and releasing through Columbia. However, writing and production continued to intertwine. The first draft of "A Song to Remember" was his. Since then he has produced "Over 21," "To the Ends of the Earth" and the current "Saturday's Hero."

Third Release for Disney Feature

Walt Disney's "Snow White and the Seven Dwarfs," his first full-length all-cartoon feature, will be re-released for the second time in February, Robert Mochrie, RKO Radio sales vice-president, announces.

This will mark the third time the film will have been shown on the screens. It was first released in 1938 and again in 1944.

Walker Continues As MGM Record Head

Frank Walker, who has headed M-G-M Records since its inception five years ago, will continue to top this activity of Loew's Inc., according to an announcement by C. C. Moskowitz, Loew's vice president and treasurer. Walker's current contract, expiring in 1952, has been extended. This will be the most successful year in the history of the division.

Sponable

(*Continued from page* 1)

Memorial Award, "in recognition of Sponable's outstanding contributions to the technical advancement of the motion picture art, particularly in the fields of sound-on-film, color film and large-screen television."

Shortly after World War I, while he was associated with the Case Research Laboratory in Auburn, N. Y., Sponable designed most of the electrical and mechanical units required for a complete system of sound-on-film recording and reproduction, constituting the basis for the sound motion picture industry of today.

A highlight of the convention's opening day will be the first annual presentation of the new David Sarnoff Gold Medal Award in recognition of outstanding achievement in television engineering. The presentation will be made at a get-together luncheon preceding the opening session.

SMPTE Convention to Hear About High-Speed Cameras

HOLLYWOOD, Oct. 4.—The vital role of high-speed photography in research and development now being carried out by both government and industry to strengthen America's national defense will be spotlighted at two special sessions of the forthcoming SMPTE convention.

The Oct. 16 evening session will be devoted to color television and will embrace reports by Harry Lubcke of Hollywood, Richard S. O'Brien of CBS, D. E. Foster of Hazeltine Research, and William E. Evans, of Stanford Research Institute.

Deane White Is Named Head Of Standards Committee

Deane R. White, research director of the technical division of du Pont Photo Products, Parlin, N. J., has been named Chairman of Sectional Committee on Motion Pictures PH22 of the American Standards Association. Appointment was made by Peter Mole, president of the Society of Motion Picture and Television Engineers, the industry's sponsor of all engineering standards.

Bar Series TV

(*Continued from page* 1)

today by means of closed circuit sets over KFEL, Mutual station here. It was this city's first view of television. The Brown Palace and Cosmopolitan hotels had 80 sets in the lobbies, on adjacent walks and in private rooms tuned to the game, Reception was good.

Wolfberg, who was willing to show the series telecast in his theatre without charge, said he will continue his efforts to obtain authorization to show at least some games before series ends.

Beck With Waxman

Myer P. Beck has been appointed Eastern advertising-publicity representative for Philip A. Waxman Productions, Inc.

CORRECTION

Trade showing of RKO-Radio's "Two Tickets To Broadway" at the Art Theatre, Detroit is Monday, Oct. 8 at 1:00 P.M. not 1:30 P.M. as advertised.

Allied Meet

(*Continued from page* 1)

Jersey Allied, which will be host at the conclave to the delegates from the other Allied regionals.

The convention schedule, including preliminary activities, is as follows: Oct. 27, final meeting of the convention committee; Oct. 28-29, Allied States board meetings; Oct. 30, registration, convention luncheon with invocation by Francis Cardinal Spellman and addresses by presidents of the distribution companies, first open business session and keynote address; Oct. 31, "film clinic" session, panel discussion featuring distribution and exhibition representatives; Nov. 1, "film clinic," open forum, closing banquet.

Snaper emphasized that the trade press will be invited to report all proceedings with the exception of what transpires at the "film clinics." He pointed out that the clinics at past Allied conventions have been intimate, off-the-record analyses of trade problems.

The convention chairman said he would soon release a detailed list of the trade practice problems to be examined by the convention in general. Meanwhile, he added, "I can say this much; television won't be a key topic. We're interested first and foremost in seeing how we can improve theatre business, television aside."

Asked if the convention would be marked by special committee meetings such as characterized much of the Theatre Owners of America convention here last week, Snaper said it would not.

He reported additionally that all booth space for the trade show which will be held in conjunction with the convention is already sold out. Small-scale large-screen television theatres will be set up at the trade show by several manufacturers of large-screen TV equipment, the convention chairman said.

The schedule of activities arranged for the wives of convention delegates, Snaper said, includes a fashion show which will be staged at Toots Shor's restaurant here.

Elaborate Plans For Royal Tour

TORONTO, Oct. 4.—A scheme has been worked out for newsreel and television coverage of the Royal Tour in Canada of Princess Elizabeth and Prince Philip. Unlike the visit of the King and Queen in 1939, television crews will be at work, a TV unit of National Broadcasting covering the trip from coast-to-coast.

The major newsreel companies of the U. S. will be pooled under the general direction of Associated Screen News of Canada, while a Gaumont-British crew from England will work separately.

The government's National Film Board will make a 35mm. Kodachrome feature of the visit while Associated Screen News will shoot a 35mm. picture in Ansco color for its Canadian Cameo series.

TV cameras will take pictures in Toronto only for stations in Buffalo, Rochester, Syracuse and Detroit.

RKO RADIO PICTURES INC. *Trade Showings* RKO RADIO PICTURES OF THREE PRODUCTIONS

	SLAUGHTER TRAIL	HOT LEAD	JUNGLE OF CHANG
ALBANY Fox Screening Room 1052 Broadway	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:30 A.M.
ATLANTA RKO Screening Room 195 Luckie St., N.W.	Thurs. 10/11 2:30 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:30 A.M.
BOSTON RKO Screening Room 122-28 Arlington St.	Thurs. 10/11 10:30 A.M.	Thurs. 10/11 2:30 P.M.	Wed. 10/17 10:30 A.M.
BUFFALO Motion Pic. Op. Scr. Rm. 498 Pearl Street	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 3:30 P.M.	Wed. 10/17 3:30 P.M.
CHARLOTTE Fox Screening Room 308 S. Church Street	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 3:30 P.M.	Wed. 10/17 3:30 P.M.
CHICAGO RKO Screening Room 1300 So. Wabash Ave.	Thurs. 10/11 10:30 A.M.	Thurs. 10/11 2:00 P.M.	Wed. 10/17 2:00 P.M.
CINCINNATI RKO Screening Room 12 East 6th Street	Thurs. 10/11 8:00 P.M.	Thurs. 10/11 9:30 P.M.	Wed. 10/17 9:30 P.M.
CLEVELAND Fox Screening Room 2219 Payne Ave.	Thurs. 10/11 2:30 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:30 A.M.
DALLAS 20th Century-Fox Scr. Rm. 412 S. Harwood St.	Thurs. 10/11 10:30 A.M.	Thurs. 10/11 2:30 P.M.	Wed. 10/17 1:00 P.M.
DENVER Paramount Scr. Rm. 2100 Stout Street	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 3:30 P.M.	Wed. 10/17 2:00 P.M.
DES MOINES Fox Screening Room 1300 High Street	Thurs. 10/11 1:00 P.M.	——— ———	Wed. 10/17 1:00 P.M.
DES MOINES Paramount Scr. Rm. 1125 High St.	——— ———	Thurs. 10/11 10:30 A.M.	——— ———
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Thurs. 10/11 2:30 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 2:30 P.M.
INDIANAPOLIS Universal Scr. Rm. 517 N. Illinois St.	Thurs. 10/11 1:00 P.M.	Thurs. 10/11 2:30 P.M.	Wed. 10/17 1:00 P.M.
KANSAS CITY Paramount Scr. Rm. 1800 Wyandotte St.	Thurs. 10/11 2:30 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:30 A.M.
LOS ANGELES RKO Screening Room 1980 S. Vermont Ave.	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:30 A.M.
MEMPHIS Fox Screening Room 151 Vance Ave.	Thurs. 10/11 12.15 P.M.	Thurs. 10/11 2:30 P.M.	Wed. 10/17 2:00 P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:30 A.M.
MINNEAPOLIS Fox Screening Room 1015 Currie Ave.	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:00 A.M.
NEW HAVEN Fox Screening Room 40 Whiting Street	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 3:30 P.M.	Wed. 10/17 3:30 P.M.
NEW ORLEANS Fox Screening Room 200 S. Liberty St.	Thurs. 10/11 2:30 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:30 A.M.
NEW YORK RKO Screening Room 630 Ninth Ave.	Thurs. 10/11 10:30 A.M.	Thurs. 10/11 2:30 P.M.	Wed. 10/17 2:30 P.M.
OKLAHOMA Fox Screening Room 10 North Lee St.	Thurs. 10/11 10:30 A.M.	Thurs. 10/11 2:30 P.M.	Wed. 10/17 2:30 P.M.
OMAHA Fox Screening Room 1502 Davenport St.	Thurs. 10/11 1:00 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:30 A.M.
PHILADELPHIA RKO Screening Room 250 N. 13th Street	Thurs. 10/11 2:30 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:30 A.M.
PITTSBURGH RKO Screening Room 1809-13 Blvd. of Allies	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 3:30 P.M.	Wed. 10/17 2:30 P.M.
PORTLAND Star Screening Room 925 N.W. 19th Ave.	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 10:00 A.M.	Wed. 10/17 10:00 A.M.
ST. LOUIS RKO Screening Room 3143 Olive Street	Thurs. 10/11 11:30 A.M.	Thurs. 10/11 2:30 P.M.	Wed. 10/17 11:30 A.M.
SALT LAKE CITY Fox Screening Room 216 E. 1st Street South	Thurs. 10/11 2:30 P.M.	Thurs. 10/11 1:30 P.M.	Wed. 10/17 3:00 P.M.
SAN FRANCISCO RKO Screening Room 251 Hyde Street	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 10:30 A.M.
SEATTLE Jewel Box Scr. Rm. 2318 Second Ave.	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 2:00 P.M.	Wed. 10/17 10:30 A.M.
SIOUX FALLS Hollywood Theatre 212 N. Phillips Ave.	Thurs. 10/11 10:30 A.M.	Thurs. 10/11 9:30 A.M.	Wed. 10/17 9:00 A.M.
WASHINGTON Film Center Screening Rm. 932 New Jersey Ave.	Thurs. 10/11 2:00 P.M.	Thurs. 10/11 10:30 A.M.	Wed. 10/17 8:00 P.M.

Top Names

(*Continued from page* 1)

they will be guests of the motion picture industry at the jubilee luncheon celebrating the 50th anniversary of the motion picture theatre at the Waldorf-Astoria on Tuesday.

The stars will include Irene Dunne, Ray Milland, Elizabeth Taylor, Joan Fontaine, Joseph Cotten, William Bendix, Teresa Wright, Dennis O'Keefe, Jane Powell, Linda Darnell, John Carroll, John Payne, Vanessa Brown, and others. Judge Medina will be the principal speaker.

N. O. Defers Star Tours Till Later

NEW ORLEANS, Oct. 4.—Inability to obtain an adequate number of Hollywood personalities to make up enough teams to cover the New Orleans exchange area has forced a cancellation of the tour activity in this area until such time as a sufficient number of personalities become available, L. C. Montgomery, area chairman, announced today.

Hope was expressed that the tour could be conducted in this territory some time in November. Meanwhile, Robert J. O'Donnell, national "Movietime" campaign director, has been notified of the release of the personalities assigned to this area in order that they might be added to understaffed tours elsewhere.

Albany Reshuffling Stars For 'Movietime' Luncheon

ALBANY, N. Y., Oct. 4.—A reshuffling of stars, due to other contractual engagements and schedule conflicts has necessitated several changes in the six who are to appear at the "Movietime U.S.A." Albany-Buffalo-New York luncheon in the Ten Eyck Hotel on Monday. Linda Darnell will replace Vanessa Brown. Ray Milland cannot come because he will open a television program in New York on Wednesday. A new list will be available tomorrow.

D.C. Dissatisfied But Cooperating Fully

WASHINGTON, Oct. 4.—Washington exhibitors, anxious to obtain more name personalities for the local area Hollywood tour activities, resigned themselves at a meeting today to getting along with those assigned and renewed pledges of full cooperation for the "Movietime" campaign.

'Movietime' Meet For Wisc. Owners

MILWAUKEE, Oct. 4.—The Allied Independent Theatre Owners of Wisconsin has set "Movietime U. S. A." as the theme for its annual convention, to be held on Dec. 10-12 here.

A. M. La Porte, Milwaukee, and John McKay, Pewaukee, are co-chairmen of the convention. Heading exhibitor group discussions will be Russell Leddy, Angelo Provinzano, Eric Brown and S. J. Goldberg.

On the ticket committee are Oliver Trampe, Arnold Brumm, Earl Fischer, Howard Gleason, J. Goderski, Fred Krueger, Harry Perlewitz, William Pierce and Joe Strother; publicity, A. Spheeris, L. Beltz, Louis Orlove, Angelo Provinzano, Henry Tollete; reservations, Russell Leddy, Ohn Adler, Floyed Albert, C. L. Baldwin, Ray Blakeslee, Eric Brown, F. J. McWilliams, Fred Miner, Mark Morgan.

All-Out Television Production Puts Roach Studio in the Black

Hollywood, Oct. 4.—The Hal Roach Studio, first major plant to swing over to a television-film production policy, now is operating in the black and will show a profit this year, company president Roach announced here today. "Business is good and getting better," said Roach, adding, "two years ago, when we went all-out for television, there was a general spirit of disbelief and even contempt for television-on-film. Two more years will see most of the major studios' stars, directors and writers devoting at least part of their time making television films, and the two industries will enhance each other."

20th-Fox Stockholders

(*Continued from page* 1)

Skouras, who called the consolidated net of $1,071,000 for the first half of the year "most unsatisfactory." The final third quarter figure, Skouras continued, will be more favorable than last year's $1,912,000, after deducting from the latter $876,000 income of prior years from countries with currency restrictions. There is no similar item included in the third quarter of 1951, he explained.

For the fourth quarter, Skouras expected to top last year's figures for the period and expressed hope of exceeding the $2 dividend by a fairly good margin.

"It looks as if the business is definitely on the upgrade after a disheartening start," the 20th-Fox president declared.

Reported on Eidophor

Skouras also reported on the Eidophor-CBS large-screen color theatre TV equipment; expressed regret that it was necessary to go through divestiture, and praised the efforts of the Council of Motion Picture Organizations in behalf of the "Movietime, U.S.A." campaign.

A tabulation of the votes showed that of the 2,055,375 common stockholders voting, representing 74.2 per cent of the outstanding stock, 2,047,162 cast their ballots in approval of the reorganization plan, while 8,160 disapproved.

A further forecast as to 1951 earnings was given by Donald A. Henderson, secretary and treasurer, in response to a stockholder's question. He forecast that production and distribution would earn $3,500,000 compared to $2,100,000 last year and estimated that National Theatres, now a wholly owned subsidiary which will be divorced, will earn between $3,000,000 and $3,500,000, which he called a "very rough" and a highly optimistic estimate for NT.

Both Skouras and chief counsel Otto Koegel were in agreement that the divorcement could be effected with the minimum of dislocation because exhibition and production-distribution phases of the business have been handled within the company as separate entities.

As to the improvement in earnings, Skouras said it was a reflection of the company's economy program. On the production front, he reported that the average cost of releases this year will be less than $1,400,000, beating Skouras' estimate last May by $30,000. He said that Darryl F. Zanuck, vice-president in charge of production, has estimated that the cost of 1952 releases would average $1,294,000 per film.

His salary reduction plan was estimated to have resulted in annual reductions of $760,000 for the 54 executives involved. They have an opportunity to recoup the reductions through profitable operations. The scheme would have resulted in aggregate reductions of $2,500,000, he added, if the producers, directors and writers at the studio would have joined the plan.

Film Rentals 2% Ahead

Worldwide film rentals for the first 39 weeks of this year were only two per cent ahead of those of the same period in 1951, but for the third quarter alone, the improvement was eight per cent, he stated. For the balance of the year, he predicted a substantial percentage increase in both domestic and foreign film rentals.

"Our theatre business has likewise shown a recent improvement in admissions," he said. "For the first half of the year, we were off about eight per cent over a year ago, but in the third quarter we were behind only three per cent and in some of our recent weeks, we have been doing as well or slightly better than a year ago."

Instruct Directors on Taxes

A motion instructing the board of directors to take advantage of pending tax legislation dealing with the setting up of divested corporations was introduced and passed. The motion asked that one new corporation be established instead of two if favorable tax treatment could be procured.

Koegel, asked how soon before the deadline of June 7, 1953, he expects to complete the reorganization, responded that 20th-Fox management wants divorcement as quickly as possible "consistent with the interests of the two companies."

In answer to another query, Koegel said that there would be a "fair allocation" of contingent liabilities growing out of various private anti-trust suits betwen the two new companies. Koegel said that only two officers of the corporation, Skouras and Zanuck, would have to sell their shares of the company stock under terms of the consent decree. As employees owning one-half of one per cent of the company's stock, or more, Zanuck would have to dispose of 130,000 shares and Skouras 52,000, he said.

In response to another query, Koegel said that the present directors of 20th-Fox would probably continue as head of the new production-distribution company and that Charles Skouras would probably head the new theatre company, as reported previously in the *Motion Picture Daily*.

2nd 'U' Regional Meet in Chi. Today

The second of four regional meetings of Universal Pictures bookers and office managers will take place at the Hotel Drake in Chicago today and tomorrow with Irving Sochin, assistant to C. J. Feldman, domestic sales manager, presiding, and F. T. Murray, manager of branch operations, handling the discussions.

The four meetings were called to enable the bookers and office managers to interchange experiences which have prevailed since the inauguration of single picture selling several years ago. Attending the Chicago meetings will be the bookers and office managers of the Chicago, Cincinnati, Des Moines, Detroit, Indianapolis, Kansas City, Milwaukee, Minneapolis and Omaha exchanges. Also attending from New York besides Sochin and Murray will be G. J. Malafronte, assistant to Murray and Irving Weiner, who handles prints.

The final two meetings will be held in St. Louis next Friday and Saturday, at the Sheraton Coronado, and at the Ambassador Hotel in Los Angeles on Oct. 19-20.

Sachson to Handle 'The Lady Says No'

Arthur Sachson has been appointed eastern sales representative of Ross-Stillman Production for the independent film company's forthcoming comedy, "The Lady Says No," co-starring David Niven and Joan Caulfield.

The film was produced by Frank Ross and John Stillman, Jr.

To Ship Eidophor Here in Few Days

"Within a few days," the Swiss Eidophor-CBS color theatre television system will be brought here from Zurich, Spyros P. Skouras, 20th Century-Fox president, told yesterday's special meeting of stockholders.

He reiterated his enthusiasm for the system which he saw demonstrated Monday night in Zurich and expressed the hope that before the end of the year there will be many demonstrations.

He also saw the system possibly bringing the company a new source of income to offset the loss of theatre profits, with Eidophor making it economically possible to present "outstanding programs" attracting large audiences.

Holders Get 20th Union Leaflets

Union leaflets denouncing what it called a "plan" to have an advertising agency take over the function of 20th Century-Fox's advertising department were distributed to stockholders before the special meeting got underway yesterday afternoon at the home office.

The leaflets were issued by the company unit of District 65, Distributive, Processing and Office Workers of America. During the meeting, a stockholder asked management to amicably settle its dispute with the union.

It's Movie Time USA

MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70. NO. 69 NEW YORK, U.S.A., MONDAY, OCTOBER 8, 1951 TEN CENTS

NPA Rejects 19 Theatre Applications

Materials Shortage Also Hits 4 TV Studio Bids

WASHINGTON, Oct. 7.—The National Production Authority today made public a list of denied construction applications, including 19 for theatre projects and four for television studios.

NPA said the applications were for permission to begin construction in the fourth quarter, and were turned down due to the shortage of key materials.

"The denial action on the part of NPA covers only the fourth quarter of 1951 and these applicants are permitted to refile if they so desire for allotments in subsequent quarters," the agency emphasized. "All applications for allotments for the 1st quarter of 1952 should be filed as quickly as possible."

Largest theatre project denied was a $322,000 theatre proposed by Fox Greater Theatres, Inc., for Denver.

(*Continued on page* 4)

Decca Deal for 'U' Stock Said Closed

HOLLYWOOD, Oct. 7.—Negotiations for the purchase by Decca of approximately 125,000 shares of Universal Pictures common stock from William Goetz and Leo Spitz, "U" studio heads, were reported consummated on Friday. Confirmation could not be obtained over the weekend. Purchase price was reported to be in the neighborhood of $2,000,000.

Despite New York denials, reports persisted here that Spitz will resign his studio post in the near future for reasons of health. His contract with

(*Continued on page* 5)

Fabian to Talk on TV At Film Board Meet

S. H. Fabian, head of Fabian Theatres, will be guest speaker at an Oct. 17 meeting of the New York Film Board of Trade, Louis Nizer, executive secretary of the board, announced Friday. Fabian's subject will be "Television and the Industry." Sol Trauner, board president, will preside, and distribution home office executives will be invited to attend.

It's 'Movietime U. S. A.'

TODAY—ACT 3: Hollywood Personality Tours start in exchange cities, fanning out to state capitals and other key localities, accompanied by local civic events. The "Stars Over America" tours will continue throughout the week with 200 volunteers in groups of from five to seven persons appearing in as many cities and towns as possible between now and Saturday.

NOW TO—. "Movietime U.S.A." will continue with individual exhibitor and theatre business-winning activities, and continuing releases of the finest product turned out by Hollywood in many a season.

Hollywood to 'Invade' U.S. Today in 'Movietime' Push

To Sign U.K. Film Pact Oct. 17 in D.C.

The new Anglo-American film remittance agreement negotiated in London last August, and which became effective Oct. 1, will be ratified formally by an exchange of letters in Washington on Oct. 17.

Joyce O'Hara will represent the Motion Picture Export Association and Ellis G. Arnall the Society of Independent Motion Picture Producers. Sir Frank Lee, permanent secretary of the British Board of Trade, will sign on behalf of the British Government.

The greatest mass "invasion" of the country coast-to-coast from Hollywood will take place today when almost 200 top-flight Hollywood personalities make simultaneous appearances in every exchange area, to give the nationwide "Movietime, U. S. A." campaign the most impressive send-off in industry history.

Local "Movietime" committees, spearheaded by regional and state committees, have been preparing for several months for the event, which has welded together every phase of the industry from production and distribution through every one of the nation's more than 23,000 theatres.

The most enthusiastic press and radio cooperation has been extended to the "Movietime" campaign, with many newspaper publishers volunteering their services to aid in advance publicity preparations and to set up official dinners and receptions for the visiting Hollywood personalities.

Typical of the newspaper cooperation on a national level, Hearst headquarters has prepared special "Movietime" editorials which have been sent

(*Continued on page* 4)

UA Sets 7 More; Makes 47 for 1951

United Artists will put seven major productions into national release between Oct. 15 and the end of the year, bringing to 47 the total number of films released by the company in 1951, William J. Heineman, vice president in charge of distribution, disclosed at the weekend.

The seven films, in order of their

(*Continued on page* 4)

Spellman Invited To Luncheon Here

Francis Cardinal Spellman is expected to deliver the invocation at tomorrow's industry jubilee luncheon here at the Waldorf-Astoria which will be attended by some 1,000 New York civic leaders and motion picture personalities.

Among those who have accepted in-

(*Continued on page* 4)

UPT Cancels 11 TV Events for 2 Wks.

Because of the public's heavy interest in the World Series and what is believed to be a lack of public interest in early football season games, United Paramount Theatres' Midwest TV circuit did not carry a football game last Saturday in its theatres, nor does it plan to theatre televise a game next Saturday.

However, following the two-week period, football games will again appear in the five UPT Midwest theatres, three of which are in Chicago, a UPT official disclosed here. In addition, two more UPT theatres will

(*Continued on page* 5)

Exhibitors Win Ticket Tax Battle

House-Senate Unit Agrees To Curtail Exemptions

WASHINGTON, Oct. 7. — Exhibitors won a key tax battle as the House-Senate tax conferees late Friday agreed on the admissions tax amendment in the Senate bill.

This means the admissions tax will continue to be levied on all film showings, including those by religious, educational and charitable organizations, and that the number of organizations entitled to exemption from the tax for other types of entertainment will be comparatively small.

The House originally voted broad exemptions from the admissions tax for all entertainments, including film showings, of non-profit groups. The House provision also very loosely defined the groups eligible to take advantage of this provision.

Exhibitors went before the Senate Finance Committee in opposition to the House provision, declaring it discriminated against them and opened

(*Continued on page* 4)

Mpls. Loge Accepts Colosseum Pay Pact

OMAHA, Oct. 7.—Delegates of the Minneapolis loge of the Colosseum of Motion Picture Salesmen arrived here for this weekend's Colosseum convention with instructions to vote approval of the $7 per week wage increase offered by eight major distributors, it was reported.

There had been some doubt whether the Minneapolis loge would go along with the wage offer, but at no time did it consider bolting the national Colosseum as did the Chicago loge

(*Continued on page* 5)

Adams Is Chairman Of Allied-TOA Meet

MEMPHIS, Oct. 7.—Vernon Adams, former branch manager of Warner Brothers exchange, on Friday was named general chairman of the joint convention of Allied Mid-South and Tri-States Theatre Owners (TOA) which will be held in Memphis Oct. 15-17.

This is the first joint convention of

(*Continued on page* 5)

Newsreel Parade

THE first game of the world series and the crisis in Iran are current newsreels highlights. Other item's include Look *magazine's tribute to "Movietime, U.S.A." and the new home in France for Gen. Eisenhower. Complete contents follow:*

MOVIETONE NEWS, No. 81.—Giants win pennant; first game against the Yanks. British quit Iran—problem to UN. New York's mayor visits Sicily. *Look* magazine takes a look at "Movietime, U.S.A."

NEWS OF THE DAY, No. 211.—Sports: World Series. UN faces critical issue on Iran. Overseas home for Gen. Eisenhower. Gen. Bradley reports on Korea. *Look* magazine takes a look at "Movietime, U.S.A."

PARAMOUNT NEWS, No. 14. — *Look* magazine pays tribute to "Movietime, U.S.A." Baseball: the play-off between the Dodgers and Giants. The first game of the world series gets underway at Yankee Stadium.

TELENEWS DIGEST, No. 40-B—Red A-bomb exploded. Korea: new methods of warfare. Munich: October festival of music, malt and merriment. Baseball: first game of the world series.

UNIVERSAL NEWS, No. 497—Baseball: Giants and Dodgers in playoff game. First game of the world series at the Yankee Stadium. *Look* magazine looks at "Movietime, U.S.A."

WARNER PATHE NEWS, No. 16—Giants-Dodgers playoff. World series. Germany: balloon message sent by Freedom Train. UN discusses Iran crisis. New home for Gen. Eisenhower. *Look* magazine looks at "Movietime, U.S.A."

Phila. Parley Closes Para. Division Meets

PHILADELPHIA, Oct. 7. — Paramount's across-the-nation division sales meetings conducted by E. K. O'Shea, vice-president of Paramount Film Distributing Corp., and Jerry Pickman, director of advertising-publicity, were concluded over the weekend with sessions here for Howard Minsky's Mid-Eastern branch managers.

The meetings, which began Sept. 18 in Atlanta, were held to acquaint the field sales force with the detailed merchandising plans and sales policies.

RKO Will Handle Rose Film Abroad

David Rose's Technicolor production "Saturday's Island," starring Linda Darnell and directed by Stuart Heisler on location in Jamaica, BWI and in English studios, will be distributed by RKO Radio, in all world areas except the Western Hemisphere.

Services For G. Summers

KANSAS CITY, Oct. 7. — Funeral services were held here Friday for George Summers, pioneer exhibitor of the Kansas City area and owner of the Royal at Unionville, Mo., who died last Wednesday. His widow survives.

Goldwyn Signs Petit

Samuel Goldwyn has set Roland Petit, 26-year-old French dancer-choreographer, to conceive and direct the ballet numbers for the forthcoming Technicolor film "Hans Christian Andersen," which stars Danny Kaye and Moira Shearer.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, left here by plane at the weekend for Paris and an extended trip abroad.

•

CARD WALKER of Walt Disney Studios will arrive in New York today from the Coast.

•

EARL SPONABLE, 20th Century-Fox research director, will land at Idlewild Airport here today from Zurich, Switzerland.

•

ARTHUR PINCUS, assistant to DAVE BLUM at Loew's International publicity, left here at the weekend for Paris and Rome.

•

JUDD BERNARD, special field representative for HARRY POPKIN'S "The Well," has arrived in Chicago from New York.

•

DOUGLAS FAIRBANKS, JR. has left here for Hollywood.

PHILIP A. WAXMAN, producer, will make a tour of key cities in the country in behalf of his "The Big Night."

•

R. W. WIGHT, commercial manager of Westrex' West Coast division, has returned to Hollywood; J. CUEVAS, manager for Brazil, has returned to Rio de Janeiro, and G. R. GLENNON, manager of Sound Services, a Westrex subsidiary, has returned to Hollywood on the conclusion of conferences here.

•

WILLIAM LISSNER, Columbia salesman in Cleveland, has been transferred to the Buffalo branch.

•

HENRY GINSBERG is scheduled to arrive here from Hollywood on Oct. 16.

•

STAN PARLAN, NBC film director, and his wife have become the parents of a new son, CARSON ALEXANDER.

Studios Still Stress Quality: Lubin

Every studio, knowing the competition it has from television, "is bending every effort to improve the quality of motion pictures," Arthur Lubin, veteran director, pointed out here prior to his departure for the Coast by way of New Orleans. Lubin and a crew were in New York for location shooting for the forthcoming Universal-International release, "Francis Covers the Big Town." In New Orleans, Lubin will confer with David Stern, author of the original "Francis."

Next 'Talking Mule' Picture

The next "talking mule" picture, "Francis Goes to West Point," will begin Oct. 29. Lubin's schedule also calls for an Irene Dunne picture, "It's Simply Wonderful," to begin on Jan. 6.

Lubin said that the conscious effort to make even better pictures pervades every department at the studio, from top to bottom. "The day of the temperamental star is gone," he asserted.

It is very important for a director to get the pulse of the public, according to Lubin. Toward this end, he recommends directors "get out in the field and talk with exhibitors."

Six - City Opening For 'Quo Vadis'

M-G-M's "Quo Vadis" will have six simultaneous openings in Loew theatres in as many cities on Nov. 20, after the picture has had its world premiere at the Astor and Capitol theatres here on Nov. 8, it was announced at the weekend by William F. Rodgers, vice-president and general sales manager.

The six theatres are the Penn, Pittsburgh; the Warfield, San Francisco; the State, Memphis; the State, St. Louis; the Stillman, Cleveland; and the Grand, Atlanta. Lou Weiner is now on a tour of the cities for Dan S. Terrell, M-G-M exploitation head, setting up special campaigns.

Sam Harris to Eye TV Theatre Effect

Here from England to acquire fresh insights into the operations of the American film industry, Sam Harris, chairman, and Fred Thomas, editor of *Today's Cinema,* British trade publication, expect to return home in a few weeks with information that will be of intrinsic value to British exhibitors who are "terrified of television."

So said Thomas at the weekend, following a luncheon at the Hotel Plaza here at which Harris, dean of British trade editors, was the guest of trade press publishers. Although television in Britain is of little consequence at present, the industry there would like to profit by the experience of the American industry with video in the light of an expected upsurge in British television, Thomas said.

The Britishers, who reported that their publication's format soon will be changed from that of a magazine to a newspaper, will leave here Thursday for Hollywood. Thomas will return to London on Oct. 19, but Harris expects to remain in the U. S. long enough to be able to attend the Allied States Association convention at the Biltmore Hotel here Oct. 30-Nov. 1.

N. Y. Loew's Circuit Books UA's 'Well'

The entire Loew's circuit in New York has booked the United Artists' release, "The Well," as its top feature starting Oct. 31, William J. Heineman, vice president in charge of UA distribution, announced here at the weekend.

G. B. Frawley Dies In Yonkers, N. Y.

Gilbert B. J. Frawley, 65, a former executive of the Paramount Pictures Corporation, died in Yonkers Friday. He had been ill for several months.

Frawley had been with Paramount for 27 years at his retirement in 1945.

Denies F. & M. Intervention Vs. ABC-UPT

WASHINGTON, Oct. 7.—Federal Communications Commissioner George E. Sterling on Friday turned down the application of five theatre companies—four of them affiliated with Fanchon and Marco—to intervene in the hearings on the proposed merger of United Paramount Theatres and the American Broadcasting Co.

The F. and M. group immediately served notice they would appeal this decision to the full Commission. The Commission will pass on the case without hearing.

Sterling made his decision after hearing attorneys for the Commission staff oppose the intervention and Russell Hardy, for the F. and M. companies, support it.

More MGM Officials To Attend Meeting

Two more home office executives and two studio executives have been added to the list of those to attend the three-day M-G-M sales conference which will get under way Oct. 22 at the Ambassador East Hotel in Chicago, with William F. Rodgers, sales vice president, conducting the sessions. They are William B. Zoellner, head of short subject and newsreel sales; Maurice N. Wolf, field assistant to H. M. Richey, exhibitor relations chief; Dore Schary, production vice president and Howard Strickling, studio publicity head.

Schary will make the convention stopover on his way to New York, where he will be one of the speakers at the Allied States convention at the Roosevelt Hotel, starting Oct. 28. He will discuss production plans at the Chicago meeting. Schary and Strickling are expected to remain in New York, following the Chicago stopover, for the world premiere of "Quo Vadis" at the Astor and Capitol Theatres, on Nov. 8.

Hurlberts Acquire 4 More Theatres

MINNEAPOLIS, Oct. 7. — Hurlbert brothers, who have operated the Cornell at Cornell and the Augusta at Augusta, Wis., have acquired four more Wisconsin small town theatres.

New houses are the Valley, Spring Valley; Baldwin, Baldwin; Hammond, Hammond, and the Elmwood at Elmwood.

Early Loew Decree Held Unlikely

WASHINGTON, Oct. 7. — Attorneys from the Justice Department and Loew's held further consent decree talks here Friday. A spokesman said that while progress was made, "don't look for a decree too soon."

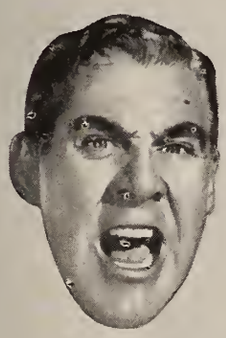
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YOUR MONEY BACK
IF YOU DON'T ENJOY M-G-M's
"ANGELS IN THE OUTFIELD"



Yes, we feel so keenly that you and your family will enjoy it, that we make the above guarantee!

A picture like "Angels In The Outfield" is so far off the beaten track that you must take our word that everybody will love it. Such laughter, such emotional reaction (yes, tears too!) haven't been experienced in theatres since "Going My Way", "Bells of St. Mary's" and "The Stratton Story"!



This tough guy "talked to angels". (Paul Douglas)



This orphan child actually "saw angels". (Donna Corcoran)



This pretty news-gal put them both in the headlines. (Janet Leigh)

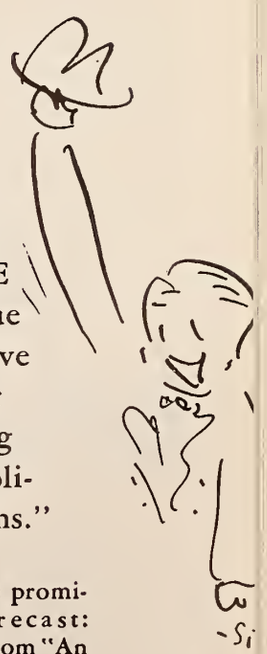
We predict audiences will eat it up and we urge you to see it! Frequently our patrons hear about unusual pictures after they've gone and ask why we didn't insist that they see them. Make your plans now! Be sure to see it! WE GUARANTEE THAT YOU'LL ENJOY IT!

M-G-M presents
"ANGELS IN THE OUTFIELD"
starring PAUL DOUGLAS • JANET LEIGH
with KEENAN WYNN • LEWIS STONE • SPRING BYINGTON • BRUCE BENNETT
and Introducing DONNA CORCORAN • Screen Play by DOROTHY KINGSLEY and GEORGE WELLS • Based on a Story by Richard Conlin
Produced and Directed by CLARENCE BROWN

THEATRE NAME

This ad is getting big business!

Make it the basis of your whole campaign: in newspapers, in your lobby, and on the screen. Available shortly will be extra trailer footage with this message to add to the regular trailer.



"Hats off to LOOK MAGAZINE for its Nov. 20th issue out Nov. 6th. They've done a great job for our industry in a big 8-page section. Publicize it to your patrons."

P.S. M-G-M pictures are prominent in the LOOK forecast: Beautiful full color scenes from "An American In Paris" (¾ page display), "Quo Vadis" and "Show Boat." Also scenes from "Angels In The Outfield" and "Ivanhoe."

(Above is reproduction of the ad that ran 4 cols. x 235 lines. It is also effective in reduced size.)

'Invade' U. S.

(*Continued from page* 1)

to every Hearst paper urging that they be run and that special feature writers be assigned to cover "Movietime" activities by each paper of the chain. Other newspaper chains and individual papers are covering in similar fashion. The current issue of Look magazine and others carry special motion picture features.

Tours Continue Until Saturday

The Hollywood contingent which fans out to all exchange areas includes stars and featured players, writers, directors and producers. During their tours, which will continue until Saturday, they will be received by governors and mayors, civic officials and citizens' committees, film industry groups and newspaper publishers and editors. Following today's series of personal appearances and receptions in the exchange cities, the star troupes will embark on regional itineraries which will cover all major key cities within the various exchange areas.

O'Donnell Hopes to Make Tours An Annual Public Relations Effort

HOLLYWOOD, Oct. 7. — With more than 200 film personalities enroute over the weekend to exchange centers where they will appear at 11 "Movietime U. S. A." functions beginning Monday, "Movietime" chairman Robert J. O'Donnell, who for the past ten days has worked with Samuel J. Briskin and Mort Blumenstock on setting up the tours, said, "It is hoped that this year's pioneering achievement will be the forerunner of an annual public relations effort which will bring Hollywood and U. S. A. closer together for their mutual interest. It must be remembered that never before has Hollywood been called upon to supply such a vast amount of talent for this or any purpose in such a short period of time. That it has responded so wholeheartedly is an accomplishment of which Hollywood and the industry can be justly proud."

O'Donnell, explaining that some visits to cities scheduled, for Monday have had to be set back temporarily due to a shortage of time and transportation problems, said, "By extending the time and staggering tours next year, this difficulty will be removed and every star in Hollywood will be afforded an opportunity of giving one week of his time to this great industry service."

O'Donnell left for Texas at the weekend, where Governor Allen Shivers will preside at the Movietime tour luncheon Monday.

Add Elizabeth Taylor To Today's D.C. Event

WASHINGTON, Oct. 7. — Elizabeth Taylor has been added to the list of Hollywood personalities who will kick off the local "Movietime, U. S. A." drive tomorrow.

The last-minute addition of her name to the list will appease local exhibitors, who had urged Counsel of Motion Picture Organizations headquarters to add at least one more big name to the contingent coming to Washington.

The district commissioners have already named October, November and December as "It's Movietime, Washington."

Review

"Close to My Heart"

(Warner Brothers)

THE TRIALS and tribulations attendant upon a young couple's adoption of a child form the dramatic basis of "Close to My Heart." Much of the picture, with its measured introduction of crisis after crisis, has the quality of a radio serial.

Gene Tierney plays the attractive wife of newspaper columnist Ray Milland. When it is discovered that she cannot have a baby, plans are made for the adoption of one. The couple soon learn that patience is a necessary prerequisite to adoption.

The early part of the story moves slowly, documenting the factual conditions of adoption. When Miss Tierney learns about an abandoned baby she immediately puts in an adoption request and after hurdling some obstacles, is awarded the infant on probation. The question of the baby's parentage as well as hereditary factors begin to disturb Milland and he makes a concerted effort to locate the child's mother.

What follows is a sleuthing mission of a melodramatic kind. In time he learns that the mother is dead and the father is a convict doomed to death. In the meantime the adoption home takes the child back, considering Milland an unqualified father because of his suspicions and probings.

At the end of the trail Milland manages to abandon his fears and learns the significance of environment in shaping a child's personality. There are some tears and regrets before the child is finally restored to the couple.

In supporting roles, Fay Bainter is stilted as the director of the children's home and Mary Beth Hughes is a slatternly blonde who provides the parentage clue to Milland. William Keighley directed, from the screenplay by James R. Webb. William Jacobs produced.

Running time, 90 minutes. General audience classification. Release date, Nov. 3.

MANDEL HERBSTMAN

Variety Membership Drive Urged by Wolf

TORONTO, Oct. 7.—A strong plea to all Variety tents to start membership drives to bring in other branches of the amusement industry was made by Marc Wolf, international chief barker, at the mid-year conference at the Royal York Hotel here.

Following greetings from Jack Chisholm, chief barker of the local host tent, mid-year reports were made by Jack Beresin, first assistant Chief barker and George Hoover recently elected second assistant chief barker. Also reporting were George Eby, treasurer; Murray Weiss, property master and Chick Lewis, press guy. After a brief speech by Mayor M. Callum of Toronto, Col. William McCraw gave his report, including details of his recent trip on behalf of the "Movietime U. S. A." Texas campaign, and urged all tents to take an active part in the national "Movietime" drive. Also greeted were Lt. Gov. Cliff Jones of Nevada and Jim Balmer of Pittsburgh.

J. J. Fitzgibbons welcomed the visiting barkers and officers and gave a detailed description of the manner in which the Toronto Tent successfully launched their Variety Village project and how they raised the money to do it.

Ben Goffstein of Las Vegas gave the preliminary details of plans for the 1952 convention there and the housing plans for those who attend. At the weekend the entire group visited the Variety Village.

Wrege Resigns to Enter Own Business

Jack Wrege, assistant to Nat Nathanson, United Artists Eastern-Canadian sales manager, has resigned to enter his own business.

Wrege, who leaves the distribution company after 25 years, has purchased a restaurant in Rome, N. Y. and will move there with his family today.

Set NLRB Election At U. A. Exchange

The National Labor Relations Board has ordered an election among the "white collar" workers of United Artists, New York exchange within 30 days to determine the union which will represent them in collective bargaining.

This was reported here at the weekend by Russell M. Moss, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63. The order, he said, evolved from an attempt by a rival union, Distributive, Processing and Office Workers of America (District No. 65), to withdraw its own petition for an election.

The withdrawal request, Moss explained, was denied by the NLRB, the reason being that the "IA" local had presented sufficient enrollments of UA exchange workers to entitle it to a place on the ballot. The board stated that if District No. 65 does not desire to participate, it should notify the NLRB regional director within five days.

UA Sets Seven More

(*Continued from page* 1)

release, are: "Hotel Sahara," Oct. 15; "Mr. Peek-A-Boo," Oct. 21; "Tom Brown's School Days," Nov. 2; "Fort Defiance," Nov. 9; "The Lady Says No," Nov. 16; "A Christmas Carol," Nov. 30, and "The Big Night," Dec. 7.

Sept. Amusement Tax Is Up in Chicago

CHICAGO, Oct. 7.—September collections (on August theatre receipts) of the city amusement tax here were almost $8,000 above the August collections (on July theatre receipts), though down to $104,668.93 from last year's figure of $112,826.76 for the same month.

NPA Rejects

(*Continued from page* 1)

Here are the other theatre and film industry projects turned down by NPA:

Philip W. Mader, Bloomfield, Conn., drive-in, estimated cost, $38,485; R. M. Kennedy, Birmingham, Ala., theatre, $74,590; Martin Theatres of Fla., Inc., Panama City, Fla., theatre, $162,000; Stockton-Whatley Davin & Co., Jacksonville, Fla., motion picture building, $50,000; Martin Theatres of Ga., Inc., Columbus, Ga., drive-in, $71,000; J. J. Davis, Augusta, Ga., drive-in, $7,000; A. D. Arnold, Aiken, S. C., drive-in, $7,000.

Other Projects

Also: Amon L. Sanders, Lincoln, Neb., theatre, $64,875; Sam Pasqua, Gonzales, La., drive-in, $13,000; Tri-State Theatres, Magnolia, Ark., drive-in, $45,000; Utica Square, Inc., Tulsa, Okla., theatre, $83,472; Robert E. Coleman, Austin, Tex., theatre, $40,400; Colorado Amusement Co., Colorado City, Tex., drive-in, $31,800.

Also: Tri-State Theatres, $45,000 drive-ins in Pittsburg and Atlanta, Tex.; Atlas Theatre Corp., Denver, Colo., theatre, $36,000; Northern Arizona Theatres, Inc., Flagstaff, Ariz., drive-in, $25,000; and Otis L. Branson and Stone J. Burris, Winslow, Ariz., drive-in, $10,000.

Four Television Projects

The four television projects disapproved were: a $1,150,000 television studio for Allen B. DuMont Laboratories in New York City; a $230,000 studio for CBS in New York City; a $169,200 studio for Ford Industry Co., in Detroit; and a $5,330,000 studio for the Vine St. Realty Corp. in Los Angeles.

Ticket Tax Bill

(*Continued from page* 1)

the way for all sorts of "fly-by-night" operations. The Senate approved the House tax exemption for symphonies, operas, and some other non-profit entertainments, but specifically provided the tax should be kept on all film showings, excluded community theatres from those eligible for the tax exemption, and very tightly defined what constitutes educational and charitable groups.

As had been predicted by *Motion Picture Daily*, the conferees agreed to the Senate provision.

The conferees have not yet reached the photographic excise tax provision. This and other decisions are due this week. The conferees hope to have the tax bill completed by late this week.

Spellman Invited

(*Continued from page* 1)

vitations to attend are Dorothy Schiff, Mrs. Ogden Reid, William R. Hearst, Jr., Richard Berlin, Mrs. Wendell Wilkie, Maximilius Moss, Herbert B. Swope, Judge Jonah Goldstein, Deputy Mayor Sharkey, and Mrs. Mary Patterson.

Hollywood personalities who are scheduled to attend the affair include Broderick Crawford, Robert Stack, Henry Fonda and H. C. Potter.

The principal address will be delivered by Judge Harold R. Medina of the Federal District court here.

Round Table Meets To Spearhead TOA Grievance Program

Individual round table conferences among Theatre Owners of America members in six regional areas are envisaged as part of the exhibitor association's grievance panel plan for handling trade practice complaints voiced by "smaller" TOA members, according to Gael Sullivan, TOA executive director.

The areas are defined by the locations of their pivotal cities, namely Atlanta, Dallas, Los Angeles, Salt Lake City, Chicago and New York. It is to these cities that a TOA executive panel consisting of Mitchell Wolfson, president; Charles P. Skouras, board chairman; Herman M. Levy, general counsel, and Sullivan will go to hear the complaints collated at the round table parleys.

The panel plan, which grew out of the expression of dissatisfactions by "smaller" members at the TOA convention in New York last week, would require the four executives to take up the complaints with distribution home offices or branches. The "little fellows" of TOA took the position at the convention that no effective solution of their problems had been offered by the annual parley and that TOA lacked machinery with which to help them during the year.

The first panel hearing probably will be held in Los Angeles when the TOA executive committee meets there in late winter or early next spring. Every other month thereafter the panel will convene in one of the five other cities until the complaints in all areas are handled.

Colosseum

(*Continued from page* 1)

when the union and management negotiators reached the agreement.

Some 30 loges have sent delegates to the conclave, which was to consider, in addition to the wage hike issue, proposals that the Colosseum affiliate with a national labor organization such as John L. Lewis' United Mine Workers, the IATSE or the AFL's Office Workers Union.

Accompanying the wage increase offer, which evolved from a number of heated negotiation sessions, is one for a $1 per day increase in on-the-road expense allowances which would bring the daily allowance to $9.

No Word On Contract Agreements Until Close of Sunday's Session

OMAHA, Neb., Oct. 7.—David Beznor, Colosseum general counsel, and organization officials presented reports at an executive board meeting as the national convention opened at the Fontenelle Hotel here Friday. Beznor said no word on possible contract agreements or other matters would be made until the close of the general sessions Sunday. About 80 delegates were guests of the Omaha Loge in the Pompadour Room Friday night.

POSITION WANTED
MALE BOOKKEEPER
CASHIER • OFFICE MGR.
One Man Office Force. Draft Exempt. Worked 10 Years N. Y. C. for Paramount, Republic, Lippert.
BOX 465, M. P. DAILY
1270 Sixth Avenue, New York 20, N. Y.

Review

"The Clouded Yellow"

(Rank—Columbia)

A FLIGHT and chase mystery-drama, this J. Arthur Rank presentation embodies the general virtues and shortcomings of many British importations. The characterizations, moods and settings are excellent; the pace leisurely and the soundtrack wordy. A limited amount of note is enjoyed by the cast on these shores. Included is the lovely Jean Simmons, and the histrionically-capable Trevor Howard and Sonia Dresdel.

Howard plays a discharged British secret service agent who takes a job in a country estate assorting butterflies. (A species of the butterfly suggests the film's title.) On the estate Howard finds himself amid strange and melodramatic doings. It seems that Miss Simmons, suffering from a mental blackout because of past tragedies, is now suspected of the murder of a young farmhand.

Numerous psychological overtones are washed to the surface, and it becomes obvious to Howard that Miss Simmons is an innocent victim of Miss Dresdel's diabolical connivings. Thus he persuades Miss Simmons to go into flight with him. What ensues is a long trek over North England on foot and wheel, punctuated by melodramatic twists and turns, with the police always in hot pursuit. In good time, the hand of the real killer emerges, it being that of the mad husband of Miss Dresdel, Barry Jones.

A turbulent, shipyard and roof-top chase brings the melodrama to a brisk close.

A Betty E. Box production for Carillon Films, it was produced by Miss Box and directed by Ralph Thomas from the screenplay by Janet Green.

Running time, 96 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Bill to Simplify Rules on Imports

WASHINGTON, Oct. 7.—The House Ways and Means Committee has finished voting on a bill designed to simplify U. S. Customs rules and procedures for all items imported into the U. S.

Simplifies Exchange Conversion

The measure simplifies exchange conversion figuring, marking requirements, correcting errors, filling out documents and other custom procecedures.

Chairman Doughton (D., N. C.) is to introduce a new bill with the Committee-made changes, and that measure will then be formally reported to the House.

All controversial sections of the measure were eliminated in the Committee, and the bill now stands a good chance of House action before adjournment.

Decca Deal

(*Continued from page* 1)

Universal has more than a year to run. Goetz will continue as head of production. Neither is an officer or director of Universal but Decca is expected to obtain representation on the Universal board on coming into ownership of approximately 11 per cent of the outstanding Universal stock. It is one of the largest single blocks individually held, rivalled only by that of J. Arthur Rank, British industry leader, who holds a comparable block. Spitz-Goetz received their stock in payment for their International Pictures' assets, acquired by Universal in 1946.

Will Propose Merger Plan

It has been reported that Decca eventually will propose a merger plan with Universal.

Universal home office executives declined to confirm or deny the report that the stock purchase by Decca had been completed, when questioned here on Friday.

Govt. Hits Sutphen Decree Intervention

WASHINGTON, Oct. 7.—The New York Statutory Court's refusal to allow Sutphen Estates to intervene in the Warner Brothers consent decree proceeding does not prevent Sutphen from taking other legal steps to protect itself, the Justice Department told the Supreme Court in a brief filed over the weekend.

Sutphen has appealed the New York Court's decision to the high court. It says both the new theatre and new picture company should guarantee its contract leasing to the Stanley Mark Strand Corp., the property on which the New York Warner Theatre is located. Both the Government and Warners oppose the appeal. Argument is set before the Supreme Court for Thursday of this week.

The Government, in its brief, made various legal objections to Sutphen's right to intervene. "The District Court acted upon the basis that Sutphen would be free to assert in other proceedings the rights which it claims," Justice said, "and if, as the parties to the main action view the consent decree, it implicitly bars assumption of Warner's guaranty by the new picture company, Sutphen is not bound by the decree because it does not deprive it of any legally protected right. The decree does not prevent Sutphen from obtaining from the new theatre company the full measure of the legal right which it claims—a judicially ascertained equivalent of Warner's guaranty."

Justice emphasized that the main point before the New York court was whether the decree assured Warner's compliance with the anti-trust laws. Sutphen did not in any way attack the divorcement provisions of the decree, it pointed out.

Adams Is Chairman

(*Continued from page* 1)

these two rival exhibitor organizations and will be tied up with the mid-South "Movietime" drive.

Outlook Is Good For A Lighter U. S. Taft-Hartley Law

WASHINGTON, Oct. 7.—A Senate Labor sub-committee has instructed its staff to see if it could work out legislation to satisfy the demands of film industry workers and employes of other industries for relaxation in the union shop provisions of the Taft-Hartley law.

"The outlook is good for relief eventually for the film unions," one Committee member said.

Spokesmen for the actors and other studio unions asked the sub-committee to reduce the present 30-day period within which workers must join the unions in studios covered by union shop contracts. Senator Nixon (R., Calif.) introduced a bill to cut this to two days.

The sub-committee held its first executive session on the whole problem late last week and then passed the matter back to its staff.

A staff official said that the instructions from the sub-committee were very general.

UPT Cancels

(*Continued from page* 1)

probably be added to the circuit, the Paramount, in St. Paul, and the Paramount, in Hammond, Ind., where RCA equipment is now being installed. According to UPT's previously announced plans, a total of 20 theatres will be equipped with theatre TV within the next three months.

Meanwhile, here in the East, a new theatre joined the Theatre Network Television telecast of Saturday's Princeton-Navy game. The Guild Newsreel Theatre, in Rockefeller Center, joined at least four other theatres in telecasting the event. The others included: National, Richmond; Stanley, Philadelphia; St. James, Asbury Park; and Pilgrim, Boston.

Globe Books 'Detective'

"Detective Story," William Wyler's Paramount production of Sidney Kingsley's Broadway play, will open at the Globe Theatre here early in November.



To All You Handsome Theatre-Owners

Darling, How Could You!



You couldn't help doing swell business with **PARAMOUNT'S** wonderful comedy that will give your customers the best laughing-time-of-their lives! It's the midnight affair that rocked Washington Square . . . all about a married gal (that's me), a fascinating bachelor and a blonde he hid in the closet.

Let's have a date soon!

Joan



And, darling, how could you delay dating all those other wonderful PARAMOUNT hits like "A Place In The Sun", "Here Comes The Groom", "Rhubarb" and "Crosswinds"!

starring

JOAN FONTAINE

JOHN LUND

MONA FREEMAN

PETER HANSON

A MITCHELL LEISEN PRODUCTION

Produced by HARRY TUGEND

Directed by MITCHELL LEISEN

Screenplay by Dodie Smith and Lesser Samuels

From the play, ALICE-SIT-BY-THE-FIRE, by James M. Barrie

IT'S MOVIETIME, U.S.A.

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 70 NEW YORK, U. S. A., TUESDAY, OCTOBER 9, 1951 TEN CENTS

'Movietime' Takes Over N.Y.C. Today

Stars, Industry Leaders To 'Film Story' Luncheon

"Movietime U.S.A." will be manifest in New York City today on a grand scale.

This is the day the Organization of the Motion Picture Industry of the City of New York will be host to some 1,000 civic leaders at a luncheon at which the industry's story will be told.

The affair will be held at the Hotel Waldorf-Astoria which thus will become the site of the "send-off" of several Hollywood stars to community centers around the Greater New York area—the five boroughs, Nassau, Suffolk and Westchester counties—where they will give emphasis to the "Movietime" campaign.

Among the stars scheduled to be present at the luncheon are: Dennis O'Keefe, John Payne, Joseph Cotten, Teresa Wright, Joan Fontaine, Ray Milland, Elizabeth Taylor, Irene Dunne, Jane Powell, Phyllis Kirk,

(*Continued on page 2*)

Big $153,000 for 'American' at Hall; N. Y. Grosses Strong

A terrific opening week for "An American in Paris" at Radio City Music Hall this week is pacing New York first-runs where the display of strong product is being reflected in healthy box-office returns at most situations.

Factors such as the World Series and Sunday's gale, while influencing receipts, were felt to be of secondary importance compared to what most

(*Continued on page 5*)

Eady Plan May Give B-L $1,000,000

LONDON, Oct. 8.—If British theatre attendance maintains its current pace, British Lion's share of the Eady Plan this year will be approximately £500,000 ($1,400,000), Harold C. Drayton, chairman, told the company's annual meeting of stockholders.

Drayton termed this year the "testing time" for British Lion, and said

(*Continued on page 2*)

Set Programs for SMPTE, TESMA-TEDA Conventions

LOS ANGELES, Oct. 8.—The Theatre Equipment Dealers Association board will meet Wednesday at the Ambassador Hotel here, where the joint convention of TEDA and the Theatre Equipment Supply Manufacturers Association will get under way on Thursday and extend into Saturday afternoon.

The activities on Thursday will open with a TESMA board meeting, and will include TEDA business meetings, an all-industry luncheon, a TESMA business meeting and special events for the wives of delegates, it was reported jointly by Oscar F. Neu, TESMA president, and Ray G. Colvin, TEDA executive director.

Speakers on Friday at the business forum will include Otis Harvey, Rilea Doe, Nathan D. Golden and Peter Mole. A round table conference the same day will feature Nash Weil, Ken Douglas, Tom Shearer, Howard

(*Continued on page 5*)

HOLLYWOOD, Oct. 8.—Theatre television, high-speed photography, color television, magnetic recording, three-color cinematography and stereo-projection are among the subjects scheduled for discussion by a score of expert technicians at the 70th semi-annual convention of the Society of Motion Picture and Television Engineers in Hollywood Oct. 15-19, according to Boyce Nemec, SMPTE executive secretary.

Companies which will have speakers at the convention include RCA, American Broadcasting, Eastman Kodak, General Motors, Paramount Pictures, Columbia Broadcasting, Westrex, Cinecolor, Ansco, Altec, Consolidated Laboratories, General Precision Laboratories, 20th Century-Fox, National Carbon, and Du-Art Labs.

Other speakers will come from the U. S. Navy, Stanford Research Institute, Pennsylvania State College,

(*Continued on page 5*)

Sales Heads Deny 'Movietime' Gouging

SAN FRANCISCO, Oct. 8.—Seven of eight major company sales heads to whom Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, relayed complaints of unreasonable sales terms being asked concurrently with the start of the "Movietime U. S. A." campaign, have responded with denials that their policies are unfair or have any relation whatever to the "Movietime" campaign.

Replies were received from Abe Montague, Columbia; W. F. Rodgers, M-G-M; Robert Mochrie, RKO Pictures; W. J. Heineman, United Ar-

(*Continued on page 2*)

Pitts Will Coordinate TOA 'Roots' Program

Dick Pitts, former motion picture editor of the Charlotte, N. C., *Observer*, yesterday was appointed executive assistant to Gael Sullivan, executive director of the Theatre Owners of America. Pitts, who began his new duties yesterday, recently was editorial director of the Council of Motion Picture Organizations.

Sullivan said Pitts will be in charge of public relations and programming, and added that his appointment "is implementing the declared national policy of TOA to strengthen its contact with the 'grass roots'" areas. He added that the "final plans for establishing six TOA regional committees

(*Continued on page 2*)

Series Now on TV In Denver House

DENVER, Oct. 8. — Capacity audiences are packing the Broadway Theatre here, the only theater in the nation now showing the World Series on its large-screen theatre television system.

Approval of the theatre's application came suddenly from Baseball Commissioner Ford Frick Saturday. With no home television in this city, the Broadway joined the city's hotels which hooked up their TV sets for the Series. Tickets to the Broadway are being given away free and must be secured in advance at a local bank. This helps in keeping the crowds

(*Continued on page 5*)

Preliminary Test For Skiatron Mon.

A technical test of the Skiatron subscription home television system is expected to be held here over station WOR-TV next Monday, Arthur Levy, Skiatron president, disclosed here yesterday.

The one-hour test, according to Levy, will be held between the hours of 11:30 A. M. and 12:30 P. M. and about six "simplified decoders," with one located in each borough, will be used.

At the same time, Levy said that the visit of Rear Admiral Timothy J. O'Brien, a Skiatron director, to the Coast is being met with a "favorable reception." O'Brien is on the Coast seeking product for Skiatron's planned

(*Continued on page 5*)

Pay Agreement Is Approved By Colosseum

Name Williams Head; No Affiliation Action

OMAHA, Oct. 8.—The Colosseum of Motion Picture Salesmen of America closed its national convention at the Hotel Fontenelle here yesterday after unanimously approving the new $7 weekly pay hike agreement and pledging itself to raise $100,000 for an emergency fund. The agreement provides also for a $1 per day increase in on-the-road expenses for the salesmen of the eight companies involved.

Ross Williams of Cincinnati was elected president of the salesmen's union. He said he will dedicate his efforts "to the consolidation of the strength of the Colosseum and toward its progress as a stabilizing factor in the industry."

Action on possible affiliation with a national labor organization such as the United Mine Workers or the IATSE

(*Continued on page 5*)

NEWS FLASHES

WASHINGTON, Oct. 8. -- The film industry won another major tax victory when House-Senate tax conferees decided to exempt from Federal excise taxes all raw stock and other film and equipment used by Hollywood studios and other branches of the industry.

•

WASHINGTON, Oct. 8. -- The Supreme Court today agreed to rule on whether and when Howard Hughes must sell his trustee RKO Theatres stock. The high court, in its first business session of the 1951-52 term, said it would hear Hughes' appeal from the decision of the New York statutory court in November or December.

Personal Mention

PANDRO BERMAN left here yesterday for the Coast.

•

B. BERNARD KREISLER, director of MPAA's advisory unit for foreign films, returned to New York yesterday from meetings in London, Madrid, Venice and Paris, where he described the aids afforded by the unit to foreign producers-distributors.

•

STEPHEN PALLOS, executive producer of "Hotel Sahara," current United Artists release, arrived in New York yesterday from London.

•

HARRY COHEN, RKO Radio branch manager in Montreal, is in New York and will return to Montreal later this week.

•

ADOLPH ZUKOR, Paramount Pictures board chairman, will return here today from Washington.

•

SAM ECKMAN, JR., is celebrating his 25th year as M-G-M managing director in Great Britain.

Eady Plan May Give

(*Continued from page* 1)

it should be able to show a profit in April, 1952. The company last year received £358,000 ($1,002,000) from American distribution and in the current year has received £107,000. "Tales of Hoffmann" promises to be a big earner for the company in America.

Reporting on production economies, Drayton said, the average film prior to March, 1949, cost £377,000 ($1,055,000), and the next 10, which included "Tales of Hoffmann," cost around £209,000 ($585,200). Recent films cost an average £201,000, or a reduction of 45 per cent per film.

Pitts Will Coordinate

(*Continued from page* 1)

in New York, Atlanta, Chicago, Dallas, Denver, and Los Angeles will be completed within a few days." Pitts will "coordinate the basic planning of these committees so that their programs will be of maximum benefit to big and little exhibitors alike," Sullivan said.

U.K. Theatres Balk At Eady Plan Terms

LONDON, Oct. 8.—Exhibitor opposition to the working of the Eady Plan is mounting throughout the country. Opinion in Cinematograph Exhibitors' Association branches has hardened against three main points:

Decision of the general council of the CEA to commit the association for three years of the Eady Plan, instead of one as desired by many; the British Film Producers Association's refusal to agree to the exhibitors' proposal to increase the minimum exemption figure from £125 to £150 weekly gross, and the inability of some independents to book the British films which they are subsidizing through the Eady Plan.

'Movietime' in N. Y. C.

(*Continued from page* 1)

Henry Fonda, John Carroll, Robert Stack, Vanessa Brown, Carlton Carpenter, Charlton Heston, Audie Murphy, Humphrey Bogart and Lauren Bacall.

Francis Cardinal Spellman will deliver the invocation and addresses will be made by Ned E. Depinet, president of the Council of Motion Picture Organizations, which is the springboard of the "Movietime" drive, and Fred J. Schwartz, chairman of the Organization of the Motion Picture Industry of New York, which appropriated $10,000 to pay for the luncheon.

In addition to the stars and speakers, the following also will occupy the luncheon dais: Albert Warner, Patricia Dean Smith, Horace MacMahon, Paul Stewart, Louis Fairchild, Mrs. Ogden Reid, Ted Thackery, William B. Nichols, Mrs. Dorothy Schiff, William Randolph Hearst, Jr., Adolph Zukor, Frederick Schroth, Jack Cohn, Mrs. Mary King Patterson, Robert J. O'Donnell, Lee Wood, H. C. Potter, Edward Rugoff, Samuel Goldwyn, Fred deCordova, Allen Rivkin, Acting Mayor Joseph Sharkey, Judge Harold Medina, Leonard Spigelgass, and Harry Brandt.

New England Gets New Personality Line-Up

BOSTON, Oct. 8.—A cavalcade of Hollywood stars and personalities headed by Dorothy Lamour arrived in Boston today to begin the six-day tour of four New England states in the "Movietime U. S. A." campaign.

Other personalities on the New England states tour are: DeBra Paget, James Whitemore, Margaret Sheridan, Tom Breen, Alfred Hitchcock, Oscar Brodney and Wells Root.

Originally scheduled for this area were Jean Crain, George Murphy, Emmet Lavery and Oliver H. P. Garrett, but they were cancelled out over the weekend.

President Truman Starts Washington 'Movietime' Rolling

WASHINGTON, Oct. 8. — President Truman started the big "Movietime" ball rolling here today when he told a group of Hollywood personalities at the White House that movies have grown to be one of our greatest assets in the dissemination of information and entertainment.

The president said he had some very vivid recollections of the first movies he had seen, when admission was five cents and you could stay as long as you wanted to. There were great comedians in those days, he said, as well as today.

Secretary of Commerce Sawyer and Federal Security Administrator Oscar Ewing headed the list of guests at the "Movietime Washington" kick-off luncheon.

The Washington luncheon was presided over by local drive chairman A. Julian Brylawski. Others at the head table included Adolph Zukor, Arthur L. Mayer, Joyce O'Hara, Senators Cain and Carlson, District of Columbia Commissioners John Russell Young, Bernard L. Robinson and F. Joseph Donohue, Judge Richmond B. Keech, and Art Arthur of the Motion Picture Industry Council. The Hollywood contingent was also at the head table—Elizabeth Taylor, Randolph Scott and Mrs. Scott, Debbie Reynolds, Virginia Kellogg and John Ford.

It May Soon Be Actor Harry Truman

Washington, Oct. 8.—A stellar name may soon be added to the Hollywood roster.

President Truman remarked today to Motion Picture Association of America vice president Joyce O'Hara that he did a lot of posing for pictures.

"I'd like to sign you up sometime," O'Hara said.

The President replied with a smile that he'll be available in the not too far distant future.

Salt Lake City Postpones Its 'Movietime' Program

SALT LAKE CITY, Oct. 8. — Although the tour to open the Salt Lake exchange area's "Movietime U. S. A." drive has been postponed until November the region's theatres already are "plugging" the fall product and Mayor Earl J. Glade made a public commendation of the industry.

'Movietime' Program Is Curtailed in Albany Area

ALBANY, N. Y., Oct. 8.—"Movietime U. S. A." tour of the Albany exchange area by Hollywood personalities has been cancelled, their only appearance here being today. New York and Buffalo are the other New York state cities to be visited. An insufficient number of available stars is said to be the reason for the abandonment of the grass roots swing planned in exchange districts.

Sales Heads Deny

(*Continued from page* 1)

tists; Al Lichtman, 20th Century-Fox; Charles Feldman, Universal, and A. W. Schwalberg, Paramount. Harvey said no reply had been received to date from Ben Kalmenson of Warner.

Harvey previously had sent similar protests, based on complaints from members of PCCITO affiliated organizations, to Robert J. O'Donnell, "Movietime" national director. O'Donnell replied that his own experience as an exhibitor led him to believe that sales policies on specific pictures had been set well before the "Movietime" campaign. He added that since COMPO could not intervene in trade practice matters, Harvey's complaints were being forwarded to sales managers.

Harvey said "Unless all major distributors can assure exhibitors of a steady flow of product at "let-live terms" many exhibitors will be unable to participate in "Movietime."

Canadian Variety Meeting A Success

TORONTO, Oct. 8.—Shorn of the accompanying excitement through the postponement of the Royal visit here of Princess Elizabeth and Prince Philip, the latter being identified with the London, England tent, the mid-year conference of variety clubs International nevertheless proved to be a pronounced success.

International chief barker Marc Wolf and representatives of 38 tents fraternized with chief Barker Jack Chisholm, Canadian founder J. J. Fitzgibbons and barkers of the host club, Tent No. 28 in a series of functions over two days with Mayor Hiram McCallum extending a civic welcome.

Attending their first convention outside the United States, the delegates inspected the project of the Toronto Tent, the Variety Village Vocational Training School for Crippled Boys and then attended the banquet at the Royal York Hotel where Federal Health Minister Paul Martin paid tribute to the Humanitarian program of the Variety organization.

Martin said Canada was proud of the Toronto Tent which two years ago had received "The Great Award" for its outstanding achievement in establishing Variety Village under guidance of Fitzgibbons.

Martin pointed out that "the members of Variety Clubs throughout the world raised and spent more than $2,000,000 for work among underprivileged children during the last year".

The 100 delegates, including wives of the visitors, enjoyed a whirlwind of social events including a cocktail party, buffet supper and dancing followed by a concluding rally and barbecue at the Circle "M" ranch near Toronto.

The barkers dealt with plans for the 1952 convention at Las Vegas, Nev., scheduled for April 28—May 1 for which Marc Wolf, Jake Kozloff, Wilbur Clark and Ben Goffstein will supervise arangements.

The national film board presented a short subject for theatrical distribution which deals with the Variety Village School.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring and introducing
GENE KELLY • LESLIE CARON
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN
FLYING LEATHERNECKS
RKO RADIO — TECHNICOLOR
in person! LOUIS PRIMA and his Orchestra
"KEELY" SMITH
The Vanderbilt Boys
Extra TONY BENNETT
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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HOWARD HUGHES presents

ROBERT MITCHUM · LIZABETH SCOTT

ROBERT RYAN in

The RACKET

An EDMUND GRAINGER Production

Directed by JOHN CROMWELL



TRADE SHOWINGS

ALBANY Fox Screening Room
1052 Bway. Thurs. 10/11 10:30 A.M.

ATLANTA RKO Screening Room
195 Luckie St., N.W.
Thurs. 10/11 10:30 A.M.

BOSTON RKO Screening Room
122-28 Arlington St.
Thurs. 10/11 2:30 P.M.

BUFFALO Motion Pic. Op. Scr. Rm.
498 Pearl St. Thurs. 10/11 3:30 P.M.

CHARLOTTE Fox Screening Room
308 S. Church St.
Thurs. 10/11 3:30 P.M.

CHICAGO RKO Screening Room
1300 So. Wabash Ave.
Thurs. 10/11 2:00 P.M.

CINCINNATI RKO Screening Room
12 E. 6th St. Thurs. 10/11 9:30 P.M.

CLEVELAND Fox Screening Room
2219 Payne Ave.
Thurs. 10/11 10:30 A.M.

DALLAS 20th Century-Fox Sch. Rm.
412 S. Harwood St.
Thurs. 10/11 2:30 P.M.

DENVER Paramount Scr. Rm.
2100 Stout St. Thurs. 10/11 3:30 P.M.

DES MOINES Fox Screening Room
1300 High St.

DES MOINES Paramount Scr. Rm.
1125 High St. Thurs. 10/11 10:30 A.M.

DETROIT Blumenthals Scr. Rm.
2310 Cass Ave. Thurs. 10/11 10:30 A.M.

INDIANAPOLIS Universal Scr. Rm.
517 N. Illinois St.
Thurs. 10/11 2:30 P.M.

KANSAS CITY Paramount Scr. Rm.
1800 Wyandotte St.
Thurs. 10/11 10:30 A.M.

LOS ANGELES RKO Screening Room
1980 S. Vermont Ave.
Thurs. 10/11 10:30 A.M.

MEMPHIS Fox Screening Room
151 Vance Ave. Thurs. 10/11 2:30 P.M.

MILWAUKEE Warner Scr. Rm.
212 W. Wisconsin Ave.
Thurs. 10/11 10:30 A.M.

MINNEAPOLIS Fox Screening Room
1015 Currie Ave.
Thurs. 10/11 10:30 A.M.

NEW HAVEN Fox Screening Room
40 Whiting St. Thurs. 10/11 3:30 P.M.

NEW ORLEANS Fox Screening Room
200 S. Liberty St.
Thurs. 10/11 10:30 A.M.

NEW YORK RKO Screening Room
630 Ninth Ave. Thurs. 10/11 2:30 P.M.

OKLAHOMA Fox Screening Room
10 N. Lee St. Thurs. 10/11 2:30 P.M.

OMAHA Fox Screening Room
1502 Davenport St.
Thurs. 10/11 10:30 A.M.

PHILADELPHIA RKO Screening Room
250 N. 13th St. Thurs. 10/11 10:30 A.M.

PITTSBURGH RKO Screening Room
1809-13 Blvd. of Allies
Thurs. 10/11 3:30 P.M.

PORTLAND Star Screening Room
925 N.W. 19th Ave.
Thurs. 10/11 10:00 A.M.

ST. LOUIS RKO Screening Room
3143 Olive St. Thurs. 10/11 2:30 P.M.

SALT LAKE CITY Fox Screening Room
216 E. 1st St. South
Thurs. 10/11 1:30 P.M.

SAN FRANCISCO RKO Screening Rm.
251 Hyde St. Thurs. 10/11 10:30 A.M.

SEATTLE Jewel Box Scr. Rm.
2318 2nd Ave. Thurs. 10/11 2:00 P.M.

SIOUX FALLS Hollywood Theatre
212 N. Phillips Ave.
Thurs. 10/11 9:30 A.M.

WASHINGTON Film Center Scr. Rm.
932 New Jersey Ave.
Thurs. 10/11 10:30 A.M.

Screenplay by WILLIAM WISTER HAINES and W. R. BURNETT • • Based on the Play by BARTLETT CORMACK

RKO RADIO PICTURES

National Pre-Selling

THEATRE ARTS, oldest national magazine devoted to the legitimate theatre, with a large subscription and newsstand audience interested in the film adaptation of stage plays, has put out its first "Hollywood Issue" and follows up with four motion picture articles in October, including a new department of "Films of the Month." The magazine is owned by John D. McArthur, wealthy Chicagoan, president of the Bankers Life and Casualty Co., who is a brother of Charley McArthur, famous stage and screen author. Eddie Dowling, Broadway producer, director and actor, is co-publisher. An increase of advertising rates early in 1952 is contemplated in the expansion program for the class magazine.

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The October 23rd issue of *Look*, delivered to subscribers and on the stands today, with the feature story "Who Says Hollywood Is Dying?" a discussion of current and coming box-office product—carries a full-page, four-color ad from Metro on "An American in Paris," a seven-page pictorial story about Marilyn Monroe, a full-page, four-color ad from RKO on "The Blue Veil," a seven-page piece on Red Skelton with one page in color, a men's fashion article on "The Day the Earth Stood Still," and a back-cover "co-op" ad from Chesterfield plugging Paul Douglas—all in addition to the nine page Hollywood story by Jack Sayers."

•

An imposing list of tieups with national manufacturers will give MGM's "Quo Vadis" an unprecedented sendoff in national advertising and local follow-ups. Preliminary reports on details of these promotions indicate a veritable "Quo Vadis" season in merchandise, with advertising in the form of newspaper ads, window and interior displays, counter and other point-of-sale credits. Heading the list is the tieup with Quality Bakers of America, which will result in the placing of more than 2,500 24-sheet posters and 500 full-page newspaper ads, in addition to many other advertising accessories. Hundreds of exhibitors have worked enthusiastically with members of the Quality Bakers in various parts of the country and those who have enjoyed previous experience know what is in store for them in valuable advertising tieups for the big picture.

•

Millions of decorative stamps embossed with the personable "puss" of Rhubarb, Hollywood's first feline star, will soon be flooding the country. Rhubarb, who co-stars with Ray Milland and Jan Sterling in Paramount's picture of a millionaire cat that inherited a baseball club, has been selected by the National Cat Foundation to appear on the annual National Cat Week stamp, to run Nov. 11-17. The stamps are similar in format to Christmas Seals, and may be obtained free of charge from the National Cat Foundation, 1040 Exposition Boulevard, Los Angeles 7, California.

•

United Artists and the Ronson Lighter Co. have consummated a tie-up in behalf of Jean Renoir's Technicolor hit, "The River," which will enlist the cooperation of 80,000 Ronson dealers and salesmen throughout the country. The deal, made with Ronson executives by UA special events director Lige Brien, will put counter cards and other display material in every Ronson outlet and will place "The River" as cover-material on the company's own publication, "Ronson Sparks," which has a 100,000 circulation.

WALTER BROOKS

Review

"The Longhorn"

(Monogram)

WILD BILL ELLIOTT makes a most auspicious start in the Western entertainment field in this starter of his new series for Monogram. It is a tight tale and a trim one, done in pleasant sepia. Elliott has excellent support in his first offering, with Myron Healey as the heavy who changes over to the good side when the heat is on, and Phyllis Coates, as the girl in the case, particularly distinguishing themselves. The picture is a top-quality Western in every sense of the word, and appears to be an assured success.

Dan Ullman's script casts Elliott as a Wyoming ranger intent on bringing overland from Oregon a herd of Hereford cattle to be cross-bred with his Texas longhorns. Healey, a supposed friend, is taken along on the journey, but Healey, however, is actually in league with outlaws who figure on stampeding and stealing the Hereford herd on the return drive. When Healey's life is saved by Elliott, after an ambush by Indians, he begins wavering in his allegiance, and in the final battle with the would-be cattle thieves he switches over to Elliott's side and is fatally wounded in his defense. Miss Coates plays a plains cowgirl with whom Healey is in love but whose heart interest is Elliott. The production is by Vincent M. Fennelly, the direction by Lewis Collins, and the photography, an important factor in this instance, is by Ernest Miller.

Others in the cast are John Hart, Marshall Reed, William Fawcett, Lee Roberts, Carol Henry, Don Murray.

Running time, 70 minutes. General audience classification. Release date, Nov. 25.

Binford Cuts Two 'Bathsheba' Scenes

MEMPHIS, Oct. 8.—Censor chairman Lloyd T. Binford disclosed today that two scenes, a dance and a love scene, running about five minutes, were censored out of "David and Bathsheba" before it was allowed to open at Loew's Palace.

Binford also "toned down" the advertising used in connection with the 20th Century-Fox picture.

Binford charges the producers "misused and abused the Holy Bible."

He charged the picture made Bathsheba "a conniving adultress" and then the censor quoted the Bible (11 Samuel, Chap. 11 V-4) "David sent messengers and took her."

Binford then said the picture had Bathsheba "a murderess at heart who declared she was glad he (her husband) was dead" and then the censor quoted the Bible (11 Samuel, Chap. 11 V. 26) "and when the wife of Uriah her husband was dead she mourned for her husband."

$5,000 in Prizes to WB Men in Drive

HARTFORD, Oct. 8.—Prizes amounting to $5,000 will be distributed to Warner circuit managers in the New England zone in monthly and quarterly awards in the annual "New England Sweepstakes Drive," which will cover an 11-month period.

Some 37 managers in the Warner New England zone attending a kick-off meeting at zone headquarters heard talks by Harry Kalmine, general manager of Warner Theatres, Harry Feinstein, the circuit's New England zone manager, and other WB executives

'Look' Calls Films Entertainment Giant

"Despite a series of ghoulish obituaries, the fact of the matter is that the movies are still very much the giant of the entertainment industry throughout the world," declares the current issue of *Look Magazine* released. In its article entitled, "Who Says Hollywood Is Dying?" *Look* devotes seven pages, two in full color, to prove this fact.

Written by *Look's* Hollywood staff writer, Jack Sayers, the feature claims that film attendance is running at least ten per cent ahead of last year, motion-picture theatres are becoming more numerous and Hollywood is getting more money back from the sale of pictures abroad. The simple reason behind this record, observes *Look*, is a vastly improved product.

Blaming the war, easy profits, lack of competition and worn-out techniques for the past drop in box-office attendance, *Look* admits that for a time there was a decided uneasiness on the sound stages. But, the article declares, measured by any other yardstick except the wartime boom, the industry still maintained a respectable position. And the good pictures made since the war have done well.

In the future, quality and entertainment will get the emphasis at major studios, and the *Look* article featuring 29 examples of the "improved product" demonstrates this determination. One out of every four Hollywood films will be in Technicolor—a key part of the $285 million 1952 production budget.

Film Dividends Off in August

WASHINGTON, Oct. 8. — Publicly reported cash dividends of the film industry in August amounted to $236,000, compared with $486,000 in August, 1950, the Commerce Department reports.

Astor Gets 2 from Small

R. M. Savini, president of Astor Pictures, and Edward Small, have concluded a distribution deal for two of the latter's pictures, "The Last of The Mohicans," and "Kit Carson."

NEWS in Brief . . .

Robert Kingsley, who together with Jack Tobin founded Telenews Productions, Inc., has resigned from the company. Kingsley plans to operate as a film production and cost consultant for concerns using motion pictures in television.

•

OTTAWA, Oct. 8.—Henry J. Sisson, 46, assistant to the general manager of the Ontario Hydro Commission, has been appointed by the Canadian government to the Department of Defense Production as co-ordinator of materials to weld into one organization the work of controllers of individual scarce materials and supplies, including those in which the motion picture industry is interested.

•

TORONTO, Oct. 8. — The Canadian Odeon circuit is launching a second annual showmanship contest, commencing Oct. 18, for 13 weeks for managers of more than 100 units across Canada on a quota basis, consideration to be given to box office receipts and candy sales as well as exploitation.

•

TORONTO, Oct. 8.—Confirmation has been made of the sale of the two largest Hamilton, Ont., theatres, the Palace and Capitol, to Sybil Investments Limited, Toronto, headed by Samuel Lunenfeld, by Theatre Properties (Hamilton) Limited, Toronto, of which Paul L. Nathanson is president. The sale price was not revealed.

•

Edith Piaf, French chanteuse, will star in a motion picture to be made in France by the same American and French film interests which produced "The Amazing Monsieur Fabre," it is announced by Walter Futter, the group's American producer. The new film will be Mlle. Piaf's first.

•

Warner Brothers has concluded a deal to produce "Abbott & Costello Meet Captain Kidd," co-starring Charles Laughton. The company announced here that production of the Supercinecolor film will begin March 1. It will be the comedy team's second for Warners. "Jack and the Beanstalk" is the first.

•

Frank Nemethy, a pre-war distributor and exhibitor of foreign films has formed Atlas Film Corp. here.

In association with Atlas, Nemethy and his associate, Lucille Weinberg, and Steven Miko, director of foreign films, will produce full-length films.

Astral-Souvaine Deal For Canadian Release

A deal has been consummated between Souvaine Selective Pictures and Astral Films, Ltd., of Canada, whereby Astral has exclusive distribution rights to all available Souvaine releases for Canada. The first picture on the Canadian company's schedule will be Lou Bunin's "Alice in Wonderland," now being readied for Christmas release.

Astral has also asked Souvaine to arrange Canadian distribution for one company for four other pictures now being released in the United States by Souvaine, namely "Her Panelled Door," "The Galloping Major," "From Little Acorns" and "Days of Our Years."

Colosseum

(*Continued from page* 1)

failed to materialize. David Beznor, Colosseum general counsel, reported that the 85 delegates in discussing the bolt of the Chicago loge indicated the "welcome mat" was out for any members who wished to return to the national Colosseum. The Chicago salesmen recently formed a separate union in protest against the terms of the new wage agreement.

Continue Lippert Negotiations

The convention went on record to offer to United Artists and Monogram a contract identical to the one approved for Columbia, M-G-M, Paramount, RKO Pictures, Republic, 20th Century-Fox, Universal and Warners. Beznor was instructed to continue with Lippert Productions negotiations looking to the setting up of contract arrangements. Beznor will go to New York shortly for contract signings with the eight.

Atlanta was selected as the site of the Colosseum's 1952 convention.

In addition to Williams, the following were elected to serve as officers for the coming year: Ted Mendenhall, Des Moines, and William Bugie, Albany, first vice-presidents; Floyd Klingensmith, Pittsburgh, secretary; Tom McKeen. Oklahoma City, treasurer; Irving Frankel, Pittsburgh, assistant secretary; Ted Blakely, Oklahoma City, assistant treasurer.

Zone Vice-presidents Elected

Zone vice-presidents elected were: Eastern, Leonard Appel, Boston; Central, N. Provencher, Milwaukee; Midwestern, William Wink, Omaha; Southern, T. P. Tidwell, Dallas; Western, H. J. Weaverling, San Francisco.

Named committeemen were: Eastern, Keith Godfrey, Philadelphia; Central, Dave Chapman, Milwaukee; Midwestern, Robert Carnie, Kansas City; Southern, Ray Wild, Dallas; Western, Ed Ashkins, Los Angeles.

TESMA-TEDA

(*Continued from page* 1)

Herbert, William Gedris and William Stober. Neu will be moderator.

The annual banquet will climax the Friday meetings. It will be preceded by a cocktail hour sponsored by National Carbon Co.

On Saturday both organizations will hold final board meetings, which will be followed by a "Movie Ranch Party and Chuck Wagon Dinner."

SMPTE Meet

(*Continued from page* 1)

the National Film Board of Canada, and other civic, educational and cultural organizations.

An extensive program for the wives of delegates will run parallel to the general business sessions. An array of social events has been set up also for the delegates.

IN A SPECIAL TRAILER HURRY!
WE'LL GIVE YOU F-A-S-T-E-S-T SERVICE
FINEST QUALITY
1327 S. Wabash Chicago, Illinois
FILMACK
630 Ninth Ave. New York, N. Y.

To Ship Eidophor Here Next Month

Minor technical changes and the problem of crating and booking transportation will delay the shipment here from Zurich, Switzerland, of 20th Century-Fox's Swiss Eidophor-CBS color theatre television equipment. It is now expected to arrive around the middle of next month. Public demonstrations, however, are slated to be held before the end of this year as previously scheduled.

Skiatron Test

(*Continued from page* 1)

New York test in December, for which it still must get the approval of the Federal Communications Commission.

Eisemann Sues Skiatron For $250,000 Here

A suit for $250,000 has been instituted by Eisemann Industrial Corp. of this city in the New York Supreme Court here against Skiatron Electric & Television Corp. of America, Skiatron Corp. and Arthur Levy, president of the firm. The suit alleges infringement of patent rights of Adelph H. Rosenthal, an inventor of some of Skiatron's patents.

At the same time, Skiatron announced yesterday that it has served papers seeking a dismissal of the suit on the plaintiffs. The papers will be filed in court within a few days, Skiatron attorneys added.

Reports No Boom in Cleve. Neighborhood

CLEVELAND, Oct. 8.—M. B. Horwitz, head of the Washington Theatre Circuit here, has taken exception to an article in MOTION PICTURE DAILY of Oct. 2 which reported on business improvement in Cleveland first-run downtown and out-of-town theatres. Horwitz asserts that the headline on the story and a statement that Cleveland exhibitors are "unanimous" in reporting business improvement are misleading.

Horwitz states that his five theatres are typical of the average Cleveland neighborhood theatre and that business in four of the five was off eight to 20 per cent last month, compared with Sept., 1950. Improvement at the fifth house was slightly more than two per cent over a year ago. Horwitz states that since the article was published film terms quoted to him have been "way out of line."

MOTION PICTURE DAILY's story of Oct. 2 on Cleveland theatre business covered only specific first-run theatres named in the article. It was not represented as a complete survey of all theatres in the city and surrounding territory. Mechanical limitations made it impossible for the headline to so state in the space available.—EDITOR.

Fishbein in TV

Frieda Fishbein, New York literary agent and play broker, serving both stage and screen, has added a television department to her organization. The new department will be headed by Orrin Marshall.

N.Y. Grosses

(*Continued from page* 1)

theatre executives considered as the prevailing strong product.

The Music Hall pacer, plus a stage show, is expected to rack up $153,000 for the first stanza, a record for the house for this time of the year. With Josephine Baker on stage, "A Millionaire for Christy," at the Roxy will register an excellent $115,000 for its first week. Another outstanding box-office attraction is "A Streetcar Named Desire" at the Warner which is expected to do a robust $65,000 for its fourth week.

Holding up strong are "Flying Leathernecks" at the Paramount, which also features Louis Prima and his band on stage, and "A Place in the Sun" at the Capital. A snappy $62,000 is seen for the third week of "Leathernecks" and a good $45,000 is expected for the sixth week of "A Place in the Sun", compared to the corrected figure of $43,500 for the fifth week.

Dropping, but still doing well, is "David and Bathsheba" at the Rivoli where $31,000 is expected for the eighth week. "Here Comes the Groom" at the Astor will do an estimated $25,000 for the third week, considered quite satisfactory. A pick-up in business is noted for the second week of "The Well" at Loew's State where the opening of "Texas Carnival" has been postponed from tomorrow to Friday. The second week of "The Well" is estimated to hit a fair $18,000, equaling the first week gross.

Doing well for its third week at the Mayfair is "The Day the Earth Stood Still," which is expected to gross $25,000, while "The River" at the Paris Theatre is seen to hit another smash $14,000 for its fifth stanza.

At the Victoria, "Saturday's Hero," which will register a slow $11,000 for its fourth and final week, will bow out for "Whistle At Eaton Falls" tomorrow. A fair opening stanza of $14,500 for "Journey Into Light" is expected to be racked up at the Globe. Receipts at the Criterion, featuring "The Magic Face" for the second and final week, are dropping from a neat $19,000 opener to a fair $12,500. "Mr. Imperium" bows there on Saturday.

Among the consistent good grossers, "Tales of Hoffmann" is doing an excellent $11,500 for its 27th week at the Bijou while "Oliver Twist" at the Park Avenue is expected to hit a fair $8,400 for its tenth week.

Under the satisfactory category are "The Medium", at the Sutton, where $5,700 is seen for the fifth week, and "Kind Lady" at the Trans-Lux 52nd Street where $4,500 is estimated for the ninth week. A so-so $4,200 is seen for "Mr. Peek-A-Boo" in its third week at the Trans-Lux 60th Street.

Series in Denver

(*Continued from page* 1)

from "ganging" the theatre, which can only hold 1,500 persons.

The image, brought to Denver via the coaxial cable and a special hook-up, was nearly perfect on the Broadway's screen last Saturday.

New Dougfair Purchase

Robert Standish's 1949 best-seller, "Elephant Walk," has been purchased by Douglas Fairbanks, Jr. and Alexander MacDonald for the third film from their unit, Dougfair Corp.

RKO RADIO PICTURES, Inc.

Revised dates for TRADE SHOWINGS of

"HOT LEAD"

ALBANY Fox Scr. Rm. 1052 Broadway	Wed. 10/17	8:00 P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Wed. 10/17	2:30 P.M.
BOSTON RKO Scr. Rm. 122-26 Arlington St.	Wed. 10/17	2:30 P.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Wed. 10/17	2:00 P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Wed. 10/17	2:00 P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Wed. 10/17	10:30 A.M.
CINCINNATI RKO Scr. Rm. 12 East 6th St.	Wed. 10/17	8:30 P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Wed. 10/17	2:30 P.M.
DALLAS 20th Century-Fox Scr. Rm. 1803 Wood St.	Wed. 10/17	10:30 A.M.
DENVER Paramount Scr. Rm. 2100 Stout St.	Wed. 10/17	3:30 P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Wed. 10/17	10:30 A.M.
DETROIT Blumenthal's Scr. Rm. 2310 Cass Ave.	Wed. 10/17	2.30 P.M.
INDIANAPOLIS Universal Scr. Rm. 517 N. Illinois St.	Wed. 10/17	2:30 P.M.
KANSAS CITY Paramount Scr. Rm. 1800 Wyandotte St.	Wed. 10/17	2.30 P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Wed. 10/17	2:00 P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Wed. 10/17	12:15 P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Wed. 10/17	2:00 P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Wed. 10/17	2:00 P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Wed. 10/17	2:00 P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Wed. 10/17	2:30 P.M.
NEW YORK RKO Scr. Rm. 630 Ninth Ave.	Wed. 10/17	10:30 A.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Wed. 10/17	10:30 A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Wed. 10/17	1:00 P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Wed. 10/17	2:30 P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Wed. 10/17	2:30 P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Wed. 10/17	2:00 P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Wed. 10/17	2:30 P.M.
SALT LAKE CITY Fox Scr. Rm. 216 East 1st St. South	Wed. 10/17	1:30 P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Wed. 10/17	2:00 P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Wed. 10/17	1:30 P.M.
SIOUX FALLS Hollywood Thea. 212 N. Philips Ave.	Wed. 10/17	10:30 A.M.
WASHINGTON Fox Scr. Rm. 932 New Jersey Ave.	Wed. 10/17	9:00 P.M.



the
crowds
are
back
thanks
to

"DAVID and BATHSHEBA" - "PEOPLE WILL TALK"
technicolor
"NO HIGHWAY IN THE SKY" - "THE DAY THE EARTH STOOD STILL" - "A MILLIONAIRE FOR CHRISTY" - "MEET ME AFTER THE SHOW"
technicolor

*

You bet! It's another smash opening of "David and Bathsheba" at the Madison, Detroit.

It's Movie Time USA

MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70. NO. 70 NEW YORK, U. S. A., TUESDAY, OCTOBER 9, 1951 TEN CENTS

'Movietime' Takes Over N.Y.C. Today

Stars, Industry Leaders To 'Film Story' Luncheon

"Movietime U.S.A." will be manifest in New York City today on a grand scale.

This is the day the Organization of the Motion Picture Industry of the City of New York will be host to some 1,000 civic leaders at a luncheon at which the industry's story will be told.

The affair will be held at the Hotel Waldorf-Astoria which thus will become the site of the "send-off" of several Hollywood stars to community centers around the Greater New York area—the five boroughs, Nassau, Suffolk and Westchester counties—where they will give emphasis to the "Movietime" campaign.

Among the stars scheduled to be present at the luncheon are: Dennis O'Keefe, John Payne, Joseph Cotten, Teresa Wright, Joan Fontaine, Ray Milland, Elizabeth Taylor, Irene Dunne, Jane Powell, Phyllis Kirk,

(*Continued on page* 2)

Big $153,000 for 'American' at Hall; N. Y. Grosses Strong

A terrific opening week for "An American in Paris" at Radio City Music Hall this week is pacing New York first-runs where the display of strong product is being reflected in healthy box-office returns at most situations.

Factors such as the World Series and Sunday's gale, while influencing receipts, were felt to be of secondary importance compared to what most

(*Continued on page* 5)

Eady Plan May Give B-L $1,000,000

LONDON, Oct. 8.—If British theatre attendance maintains its current pace, British Lion's share of the Eady Plan this year will be approximately £500,000 ($1,400,000), Harold C. Drayton, chairman, told the company's annual meeting of stockholders.

Drayton termed this year the "testing time" for British Lion, and said

(*Continued on page* 2)

Set Programs for SMPTE, TESMA-TEDA Conventions

LOS ANGELES, Oct. 8.—The Theatre Equipment Dealers Association board will meet Wednesday at the Ambassador Hotel here, where the joint convention of TEDA and the Theatre Equipment Supply Manufacturers Association will get under way on Thursday and extend into Saturday afternoon.

The activities on Thursday will open with a TESMA board meeting, and will include TEDA business meetings, an all-industry luncheon, a TESMA business meeting and special events for the wives of delegates, it was reported jointly by Oscar F. Neu, TESMA president, and Ray G. Colvin, TEDA executive director.

Speakers on Friday at the business forum will include Otis Harvey, Rilea Doe, Nathan D. Golden and Peter Mole. A round table conference the same day will feature Nash Weil, Ken Douglas, Tom Shearer, Howard

(*Continued on page* 5)

HOLLYWOOD, Oct. 8.—Theatre television, high-speed photography, color television, magnetic recording, three-color cinematography and stereo-projection are among the subjects scheduled for discussion by a score of expert technicians at the 70th semi-annual convention of the Society of Motion Picture and Television Engineers in Hollywood Oct. 15-19, according to Boyce Nemec, SMPTE executive secretary.

Companies which will have speakers at the convention include RCA, American Broadcasting, Eastman Kodak, General Motors, Paramount Pictures, Columbia Broadcasting, Westrex, Cinecolor, Ansco, Altec, Consolidated Laboratories, General Precision Laboratories, 20th Century-Fox, National Carbon, and Du-Art Labs.

Other speakers will come from the U. S. Navy, Stanford Research Institute, Pennsylvania State College,

(*Continued on page* 5)

Sales Heads Deny 'Movietime' Gouging

SAN FRANCISCO, Oct. 8.—Seven of eight major company sales heads to whom Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, relayed complaints of unreasonable sales terms being asked concurrently with the start of the "Movietime U. S. A." campaign, have responded with denials that their policies are unfair or have any relation whatever to the "Movietime" campaign.

Replies were received from Abe Montague, Columbia; W. F. Rodgers, M-G-M; Robert Mochrie, RKO Pictures; W. J. Heineman, United Ar-

(*Continued on page* 2)

Pitts Will Coordinate TOA 'Roots' Program

Dick Pitts, former motion picture editor of the Charlotte, N. C., *Observer*, yesterday was appointed executive assistant to Gael Sullivan, executive director of the Theatre Owners of America. Pitts, who began his new duties yesterday, recently was editorial director of the Council of Motion Picture Organizations.

Sullivan said Pitts will be in charge of public relations and programming, and added that his appointment "is implementing the declared national policy of TOA to strengthen its contact with the 'grass roots'" areas. He added that the "final plans for establishing six TOA regional committees

(*Continued on page* 2)

Series Now on TV In Denver House

DENVER, Oct. 8. — Capacity audiences are packing the Broadway Theatre here, the only theater in the nation now showing the World Series on its large-screen theatre television system.

Approval of the theatre's application came suddenly from Baseball Commissioner Ford Frick Saturday. With no home television in this city, the Broadway joined the city's hotels which hooked up their TV sets for the Series. Tickets to the Broadway are being given away free and must be secured in advance at a local bank. This helps in keeping the crowds

(*Continued on page* 5)

Preliminary Test For Skiatron Mon.

A technical test of the Skiatron subscription home television system is expected to be held here over station WOR-TV next Monday, Arthur Levy, Skiatron president, disclosed here yesterday.

The one-hour test, according to Levy, will be held between the hours of 11:30 A. M. and 12:30 P. M. and about six "simplified decoders," with one located in each borough, will be used.

At the same time, Levy said that the visit of Rear Admiral Timothy J. O'Brien, a Skiatron director, to the Coast is being met with a "favorable reception." O'Brien is on the Coast seeking product for Skiatron's planned

(*Continued on page* 5)

Pay Agreement Is Approved By Colosseum

Name Williams Head; No Affiliation Action

OMAHA, Oct. 8.—The Colosseum of Motion Picture Salesmen of America closed its national convention at the Hotel Fontenelle here yesterday after unanimously approving the new $7 weekly pay hike agreement and pledging itself to raise $100,000 for an emergency fund. The agreement provides also for a $1 per day increase in on-the-road expenses for the salesmen of the eight companies involved.

Ross Williams of Cincinnati was elected president of the salesmen's union. He said he will dedicate his efforts "to the consolidation of the strength of the Colosseum and toward its progress as a stabilizing factor in the industry."

Action on possible affiliation with a national labor organization such as the United Mine Workers or the IATSE

(*Continued on page* 5)

Conferees Lift the Excise Tax on Raw Film, Equipment

WASHINGTON, Oct. 8.—The film industry won another major tax victory when House-Senate tax conferees decided to exempt from the Federal excise tax all raw stock and other film stock and equipment used by Hollywood studios and other branches of the industry.

The exemption will probably take effect Nov. 1, and will save the in-

(*Continued on page* 4)

Will Rule on RKO Stock of Hughes

WASHINGTON, Oct. 8—The Supreme Court today agreed to rule on whether and when Howard Hughes must sell his trusteed RKO Theatres stock. The high court, in its first business session of the 1951-52 term, said it would hear Hughes' appeal from the decision of the New York statutory court requiring Hughes or the trustee to sell the theatre stock within a cer-

(*Continued on page* 4)

Personal Mention

PANDRO BERMAN left here yesterday for the Coast.

•

B. BERNARD KREISLER, director of MPAA's advisory unit for foreign films, returned to New York yesterday from meetings in London, Madrid, Venice and Paris, where he described the aids afforded by the unit to foreign producers-distributors.

•

STEPHEN PALLOS, executive producer of "Hotel Sahara," current United Artists release, arrived in New York yesterday from London.

•

HARRY COHEN, RKO Radio branch manager in Montreal, is in New York and will return to Montreal later this week.

•

ADOLPH ZUKOR, Paramount Pictures board chairman, will return here today from Washington.

•

SAM ECKMAN, JR., is celebrating his 25th year as M-G-M managing director in Great Britain.

Eady Plan May Give

(*Continued from page* 1)

it should be able to show a profit in April, 1952. The company last year received £358,000 ($1,002,000) from American distribution and in the current year has received £107,000. "Tales of Hoffmann" promises to be a big earner for the company in America.

Reporting on production economies, Drayton said, the average film prior to March, 1949, cost £377,000 ($1,055,000), and the next 10, which included "Tales of Hoffmann," cost around £209,000 ($585,200). Recent films cost an average £201,000, or a reduction of 45 per cent per film.

Pitts Will Coordinate

(*Continued from page* 1)

in New York, Atlanta, Chicago, Dallas, Denver, and Los Angeles will be completed within a few days." Pitts will "coordinate the basic planning of these committees so that their programs will be of maximum benefit to big and little exhibitors alike," Sullivan said.

U.K. Theatres Balk At Eady Plan Terms

LONDON, Oct. 8.—Exhibitor opposition to the working of the Eady Plan is mounting throughout the country. Opinion in Cinematograph Exhibitors' Association branches has hardened against three main points:

Decision of the general council of the CEA to commit the association for three years of the Eady Plan, instead of one as desired by many; the British Film Producers Association's refusal to agree to the exhibitors' proposal to increase the minimum exemption figure from £125 to £150 weekly gross, and the inability of some independents to book the British films which they are subsidizing through the Eady Plan.

'Movietime' in N. Y. C.

(*Continued from page* 1)

Henry Fonda, John Carroll, Robert Stack, Vanessa Brown, Carlton Carpenter, Charlton Heston, Audie Murphy, Humphrey Bogart and Lauren Bacall.

Francis Cardinal Spellman will deliver the invocation and addresses will be made by Ned E. Depinet, president of the Council of Motion Picture Organizations, which is the springboard of the "Movietime" drive, and Fred J. Schwartz, chairman of the Organization of the Motion Picture Industry of New York, which appropriated $10,000 to pay for the luncheon.

In addition to the stars and speakers, the following also will occupy the luncheon dais: Albert Warner, Patricia Dean Smith, Horace MacMahon, Paul Stewart, Louis Fairchild, Mrs. Ogden Reid, Ted Thackery, William B. Nichols, Mrs. Dorothy Schiff, William Randolph Hearst, Jr., Adolph Zukor, Frederick Schroth, Jack Cohn, Mrs. Mary King Patterson, Robert J. O'Donnell, Lee Wood, H. C. Potter, Edward Rugoff, Samuel Goldwyn, Fred deCordova, Allen Rivkin, Acting Mayor Joseph Sharkey, Judge Harold Medina, Leonard Spigelgass, and Harry Brandt.

New England Gets New Personality Line-Up

BOSTON, Oct. 8.—A cavalcade of Hollywood stars and personalities headed by Dorothy Lamour arrived in Boston today to begin the six-day tour of four New England states in the "Movietime U. S. A." campaign.

Other personalities on the New England states tour are: DeBra Paget, James Whitemore, Margaret Sheridan, Tom Breen, Alfred Hitchcock, Oscar Brodney and Wells Root.

Originally scheduled for this area were Jean Crain, George Murphy, Emmet Lavery and Oliver H. P. Garrett, but they were cancelled out over the weekend.

President Truman Starts Washington 'Movietime' Rolling

WASHINGTON, Oct. 8. — President Truman started the big "Movietime" ball rolling here today when he told a group of Hollywood personalities at the White House that movies have grown to be one of our greatest assets in the dissemination of information and entertainment.

The president said he had some very vivid recollections of the first movies he had seen, when admission was five cents and you could stay as long as you wanted to. There were great comedians in those days, he said, as well as today.

Secretary of Commerce Sawyer and Federal Security Administrator Oscar Ewing headed the list of guests at the "Movietime Washington" kick-off luncheon.

The Washington luncheon was presided over by local drive chairman A. Julian Brylawski. Others at the head table included Adolph Zukor, Arthur L. Mayer, Joyce O'Hara, Senators Cain and Carlson, District of Columbia Commissioners John Russell Young, Bernard L. Robinson and F. Joseph Donohue, Judge Richmond B. Keech, and Art Arthur of the Motion Picture Industry Council. The Hollywood contingent was also at the head table—Elizabeth Taylor, Randolph Scott and Mrs. Scott, Debbie Reynolds, Virginia Kellogg and John Ford.

It May Soon Be Actor Harry Truman

Washington, Oct. 8.—A stellar name may soon be added to the Hollywood roster.

President Truman remarked today to Motion Picture Association of America vice president Joyce O'Hara that he did a lot of posing for pictures.

"I'd like to sign you up sometime," O'Hara said.

The President replied with a smile that he'll be available in the not too far distant future.

Salt Lake City Postpones Its 'Movietime' Program

SALT LAKE CITY, Oct. 8. — Although the tour to open the Salt Lake exchange area's "Movietime U. S. A." drive has been postponed until November the region's theatres already are "plugging" the fall product and Mayor Earl J. Glade made a public commendation of the industry.

'Movietime' Program Is Curtailed in Albany Area

ALBANY, N. Y., Oct. 8.—"Movietime U. S. A." tour of the Albany exchange area by Hollywood personalities has been cancelled, their only appearance here being today. New York and Buffalo are the other New York state cities to be visited. An insufficient number of available stars is said to be the reason for the abandonment of the grass roots swing planned in exchange districts.

Sales Heads Deny

(*Continued from page* 1)

tists; Al Lichtman, 20th Century-Fox; Charles Feldman, Universal, and A. W. Schwalberg, Paramount. Harvey said no reply had been received to date from Ben Kalmenson of Warner.

Harvey previously had sent similar protests, based on complaints from members of PCCITO affiliated organizations, to Robert J. O'Donnell, "Movietime" national director. O'Donnell replied that his own experience as an exhibitor led him to believe that sales policies on specific pictures had been set well before the "Movietime" campaign. He added that since COMPO could not intervene in trade practice matters, Harvey's complaints were being forwarded to sales managers.

Harvey said "Unless all major distributors can assure exhibitors of a steady flow of product at "let-live terms" many exhibitors will be unable to participate in "Movietime."

Canadian Variety Meeting A Success

TORONTO, Oct. 8.—Shorn of the accompanying excitement through the postponement of the Royal visit here of Princess Elizabeth and Prince Philip, the latter being identified with the London, England tent, the mid-year conference of variety clubs International nevertheless proved to be a pronounced success.

International chief barker Marc Wolf and representatives of 38 tents fraternized with chief Barker Jack Chisholm, Canadian founder J. J. Fitzgibbons and barkers of the host club, Tent No. 28 in a series of functions over two days with Mayor Hiram McCallum extending a civic welcome.

Attending their first convention outside the United States, the delegates inspected the project of the Toronto Tent, the Variety Village Vocational Training School for Crippled Boys and then attended the banquet at the Royal York Hotel where Federal Health Minister Paul Martin paid tribute to the Humanitarian program of the Variety organization.

Martin said Canada was proud of the Toronto Tent which two years ago had received "The Great Award" for its outstanding achievement in establishing Variety Village under guidance of Fitzgibbons.

Martin pointed out that "the members of Variety Clubs throughout the world raised and spent more than $2,000,000 for work among underprivileged children during the last year".

The 100 delegates, including wives of the visitors, enjoyed a whirlwind of social events including a cocktail party, buffet supper and dancing followed by a concluding rally and barbecue at the Circle "M" ranch near Toronto.

The barkers dealt with plans for the 1952 convention at Las Vegas, Nev., scheduled for April 28—May 1 for which Marc Wolf, Jake Kozloff, Wilbur Clark and Ben Goffstein will supervise arangements.

The national film board presented a short subject for theatrical distribution which deals with the Variety Village School.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"AN AMERICAN IN PARIS"

To the Music of GEORGE GERSHWIN

starring and introducing

GENE KELLY • LESLIE CARON

Color by TECHNICOLOR

An M-G-M Picture

plus SPECTACULAR STAGE PRESENTATION



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HOWARD HUGHES presents

ROBERT MITCHUM · LIZABETH SCOTT

ROBERT RYAN in

The RACKET

An EDMUND GRAINGER Production

Directed by JOHN CROMWELL



TRADE SHOWINGS

ALBANY Fox Screening Room
1052 Bway. Thurs. 10/11 10:30 A.M.

ATLANTA RKO Screening Room
195 Luckie St., N.W.
Thurs. 10/11 10:30 A.M.

BOSTON RKO Screening Room
122-28 Arlington St.
Thurs. 10/11 2:30 P.M.

BUFFALO Motion Pic. Op. Scr. Rm.
498 Pearl St. Thurs. 10/11 3:30 P.M.

CHARLOTTE Fox Screening Room
308 S. Church St.
Thurs. 10/11 3:30 P.M.

CHICAGO RKO Screening Room
1300 So. Wabash Ave.
Thurs. 10/11 2:00 P.M.

CINCINNATI RKO Screening Room
12 E. 6th St. Thurs. 10/11 9:30 P.M.

CLEVELAND Fox Screening Room
2219 Payne Ave.
Thurs. 10/11 10:30 A.M.

DALLAS 20th Century-Fox Sch. Rm.
412 S. Harwood St.
Thurs. 10/11 2:30 P.M.

DENVER Paramount Scr. Rm.
2100 Stout St. Thurs. 10/11 3:30 P.M.

DES MOINES Fox Screening Room
1300 High St.

DES MOINES Paramount Scr. Rm.
1125 High St. Thurs. 10/11 10:30 A.M.

DETROIT Blumenthals Scr. Rm.
2310 Cass Ave. Thurs. 10/11 10:30 A.M.

INDIANAPOLIS Universal Scr. Rm.
517 N. Illinois St.
Thurs. 10/11 2:30 P.M.

KANSAS CITY Paramount Scr. Rm.
1800 Wyandotte St.
Thurs. 10/11 10:30 A.M.

LOS ANGELES RKO Screening Room
1980 S. Vermont Ave.
Thurs. 10/11 10:30 A.M.

MEMPHIS Fox Screening Room
151 Vance Ave. Thurs. 10/11 2:30 P.M.

MILWAUKEE Warner Scr. Rm.
212 W. Wisconsin Ave.
Thurs. 10/11 10:30 A.M.

MINNEAPOLIS Fox Screening Room
1015 Currie Ave.
Thurs. 10/11 10:30 A.M.

NEW HAVEN Fox Screening Room
40 Whiting St. Thurs. 10/11 3:30 P.M.

NEW ORLEANS Fox Screening Room
200 S. Liberty St.
Thurs. 10/11 10:30 A.M.

NEW YORK RKO Screening Room
630 Ninth Ave. Thurs. 10/11 2:30 P.M.

OKLAHOMA Fox Screening Room
10 N. Lee St. Thurs. 10/11 2:30 P.M.

OMAHA Fox Screening Room
1502 Davenport St.
Thurs. 10/11 10:30 A.M.

PHILADELPHIA RKO Screening Room
250 N. 13th St. Thurs. 10/11 10:30 A.M.

PITTSBURGH RKO Screening Room
1809-13 Blvd. of Allies
Thurs. 10/11 3:30 P.M.

PORTLAND Star Screening Room
925 N.W. 19th Ave.
Thurs. 10/11 10:00 A.M.

ST. LOUIS RKO Screening Room
3143 Olive St. Thurs. 10/11 2:30 P.M.

SALT LAKE CITY Fox Screening Room
216 E. 1st St. South
Thurs. 10/11 1:30 P.M.

SAN FRANCISCO RKO Screening Rm.
251 Hyde St. Thurs. 10/11 10:30 A.M.

SEATTLE Jewel Box Scr. Rm.
2318 2nd Ave. Thurs. 10/11 2:00 P.M.

SIOUX FALLS Hollywood Theatre
212 N. Phillips Ave.
Thurs. 10/11 9:30 A.M.

WASHINGTON Film Center Scr. Rm.
932 New Jersey Ave.
Thurs. 10/11 10:30 A.M.

Screenplay by WILLIAM WISTER HAINES and W. R. BURNETT • • Based on the Play by BARTLETT CORMACK



RKO RADIO PICTURES

National Pre-Selling

THEATRE ARTS, oldest national magazine devoted to the legitimate theatre, with a large subscription and newsstand audience interested in the film adaptation of stage plays, has put out its first "Hollywood Issue" and follows up with four motion picture articles in October, including a new department of "Films of the Month." The magazine is owned by John D. McArthur, wealthy Chicagoan, president of the Bankers Life and Casualty Co., who is a brother of Charley McArthur, famous stage and screen author. Eddie Dowling, Broadway producer, director and actor, is co-publisher. An increase of advertising rates early in 1952 is contemplated in the expansion program for the class magazine.

•

The October 23rd issue of *Look*, delivered to subscribers and on the stands today, with the feature story "Who Says Hollywood Is Dying?" a discussion of current and coming box-office product—carries a full-page, four-color ad from Metro on "An American in Paris," a seven-page pictorial story about Marilyn Monroe, a full-page, four-color ad from RKO on "The Blue Veil," a seven-page piece on Red Skelton with one page in color, a men's fashion article on "The Day the Earth Stood Still," and a back-cover "co-op" ad from Chesterfield plugging Paul Douglas—all in addition to the nine page Hollywood story by Jack Sayers."

•

An imposing list of tieups with national manufacturers will give MGM's "Quo Vadis" an unprecedented sendoff in national advertising and local follow-ups. Preliminary reports on details of these promotions indicate a veritable "Quo Vadis" season in merchandise, with advertising in the form of newspaper ads, window and interior displays, counter and other point-of-sale credits. Heading the list is the tieup with Quality Bakers of America, which will result in the placing of more than 2,500 24-sheet posters and 500 full-page newspaper ads, in addition to many other advertising accessories. Hundreds of exhibitors have worked enthusiastically with members of the Quality Bakers in various parts of the country and those who have enjoyed previous experience know what is in store for them in valuable advertising tieups for the big picture.

WALTER BROOKS

Lift Excise Tax

(*Continued from page* 1)

dustry many millions of dollars a year in tax costs.

Under present law, film is taxed at a 15 per cent rate, while cameras and other photographic apparatus are taxed at 25 per cent. The House voted to make both rates 20 per cent, but to exempt from taxes all items which are used in carrying on a business and enter into business costs. The Senate cut the rate on equipment to 15 per cent, left the 15 per cent film rate unchanged, and vetoed the House-approved "business cost" amendment.

The conferees decided to take the entire House provision, much to the gratification of the Motion Picture Association of America and other industry groups which have been closely following this section of the bill.

The excise changes go into effect on the first day of the first month beginning 10 days or more after the president signs the bill into law. Assuming the president signs the bill by Oct. 21, and the chances seem excellent that he will, the exemption will start Nov. 1.

Review

"The Longhorn"

(*Monogram*)

WILD BILL ELLIOTT makes a most auspicious start in the Western entertainment field in this starter of his new series for Monogram. It is a tight tale and a trim one, done in pleasant sepia. Elliott has excellent support in his first offering, with Myron Healey as the heavy who changes over to the good side when the heat is on, and Phyllis Coates, as the girl in the case, particularly distinguishing themselves. The picture is a top-quality Western in every sense of the word, and appears to be an assured success.

Dan Ullman's script casts Elliott as a Wyoming ranger intent on bringing overland from Oregon a herd of Hereford cattle to be cross-bred with his Texas longhorns. Healey, a supposed friend, is taken along on the journey, but Healey, however, is actually in league with outlaws who figure on stampeding and stealing the Hereford herd on the return drive. When Healey's life is saved by Elliott, after an ambush by Indians, he begins wavering in his allegiance, and in the final battle with the would-be cattle thieves he switches over to Elliott's side and is fatally wounded in his defense. Miss Coates plays a plains cowgirl with whom Healey is in love but whose heart interest is Elliott. The production is by Vincent M. Fennelly, the direction by Lewis Collins, and the photography, an important factor in this instance, is by Ernest Miller.

Others in the cast are John Hart, Marshall Reed, William Fawcett, Lee Roberts, Carol Henry, Don Murray.

Running time, 70 minutes. General audience classification. Release date, Nov. 25.

Binford Cuts Two 'Bathsheba' Scenes

MEMPHIS, Oct. 8.—Censor chairman Lloyd T. Binford disclosed today that two scenes, a dance and a love scene, running about five minutes, were censored out of "David and Bathsheba" before it was allowed to open at Loew's Palace.

Binford also "toned down" the advertising used in connection with the 20th Century-Fox picture.

Binford charges the producers "misused and abused the Holy Bible."

He charged the picture made Bathsheba "a conniving adultress" and then the censor quoted the Bible (11 Samuel, Chap. 11 V-4) "David sent messengers and took her."

Binford then said the picture had Bathsheba "a murderess at heart who declared she was glad he (her husband) was dead" and then the censor quoted the Bible (11 Samuel, Chap. 11 V. 26) "and when the wife of Uriah her husband was dead she mourned for her husband."

$5,000 in Prizes to WB Men in Drive

HARTFORD, Oct. 8.—Prizes amounting to $5,000 will be distributed to Warner circuit managers in the New England zone in monthly and quarterly awards in the annual "New England Sweepstakes Drive," which will cover an 11-month period.

Some 37 managers in the Warner New England zone attending a kick-off meeting at zone headquarters heard talks by Harry Kalmine, general manager of Warner Theatres, Harry Feinstein, the circuit's New England zone manager, and other WB executives

'Look' Calls Films Entertainment Giant

"Despite a series of ghoulish obituaries, the fact of the matter is that the movies are still very much the giant of the entertainment industry throughout the world," declares the current issue of *Look Magazine* released. In its article entitled, "Who Says Hollywood Is Dying?" *Look* devotes seven pages, two in full color, to prove this fact.

Written by *Look's* Hollywood staff writer, Jack Sayers, the feature claims that film attendance is running at least ten per cent ahead of last year, motion-picture theatres are becoming more numerous and Hollywood is getting more money back from the sale of pictures abroad. The simple reason behind this record, observes *Look*, is a vastly improved product.

Blaming the war, easy profits, lack of competition and worn-out techniques for the past drop in box-office attendance, *Look* admits that for a time there was a decided uneasiness on the sound stages. But, the article declares, measured by any other yardstick except the wartime boom, the industry still maintained a respectable position. And the good pictures made since the war have done well.

In the future, quality and entertainment will get the emphasis at major studios, and the *Look* article featuring 29 examples of the "improved product" demonstrates this determination. One out of every four Hollywood films will be in Technicolor—a key part of the $285 million 1952 production budget.

Film Dividends Off in August

WASHINGTON, Oct. 8. — Publicly reported cash dividends of the film industry in August amounted to $236,000, compared with $486,000 in August, 1950, the Commerce Department reports.

Astor Gets 2 from Small

R. M. Savini, president of Astor Pictures, and Edward Small, have concluded a distribution deal for two of the latter's pictures, "The Last of The Mohicans," and "Kit Carson."

NEWS in Brief . . .

Robert Kingsley, who together with Jack Tobin founded Telenews Productions, Inc., has resigned from the company. Kingsley plans to operate as a film production and cost consultant for concerns using motion pictures in television.

•

OTTAWA, Oct. 8.—Henry J. Sisson, 46, assistant to the general manager of the Ontario Hydro Commission, has been appointed by the Canadian government to the Department of Defense Production as co-ordinator of materials to weld into one organization the work of controllers of individual scarce materials and supplies, including those in which the motion picture industry is interested.

•

TORONTO, Oct. 8. — The Canadian Odeon circuit is launching a second annual showmanship contest, commencing Oct. 18, for 13 weeks for managers of more than 100 units across Canada on a quota basis, consideration to be given to box office receipts and candy sales.

•

TORONTO, Oct. 8.—Confirmation has been made of the sale of the two largest Hamilton, Ont., theatres, the Palace and Capitol, to Sybil Investments Limited, Toronto, headed by Samuel Lunenfeld, by Theatre Properties (Hamilton) Limited, Toronto, of which Paul L. Nathanson is president. The sale price was not revealed.

•

Edith Piaf, French chanteuse, will star in a motion picture to be made in France by the same American and French film interests which produced "The Amazing Monsieur Fabre," it is announced by Walter Futter, the group's American producer. The new film will be Mlle. Piaf's first.

Will Rule on Stock

(*Continued from page* 1)

tain time. The three-judge court order said that if Hughes himself had not sold the trusteed stock by Feb. 20, 1953, the trustee would start looking for a purchaser and would have to sell by Feb. 20, 1955.

Hughes had asked the high court to review this order. The Justice Department urged the Justices to let the lower court order stand.

The high court's decision to review the case was contained in one line of a long list of orders handed down today. It was noted that Justice Clark did not participate, since he was connected with the original Paramount case as Attorney General. The court also said that when the case is argued —probably in December or January, with a decision not likely before early spring—each side will be limited to one-half hour.

In asking the high court to review the decision, Hughes argued that the District Court, without hearing any evidence or making any other findings, in effect confiscated Hughes' stock by ordering the trustee to dispose of it. The government argues that the New York court order was not an amendment of the original consent decree but merely an elaboration, and that without this provision, Hughes could continue indefinitely as owner of the trusteed stock, with a "powerful inducement" to control RKO Pictures in such a way as to prefer the RKO theatre company.

Colosseum

(*Continued from page* 1)

failed to materialize. David Beznor, Colosseum general counsel, reported that the 85 delegates in discussing the bolt of the Chicago loge indicated the "welcome mat" was out for any members who wished to return to the national Colosseum. The Chicago salesmen recently formed a separate union in protest against the terms of the new wage agreement.

Continue Lippert Negotiations

The convention went on record to offer to United Artists and Monogram a contract identical to the one approved for Columbia, M-G-M, Paramount, RKO Pictures, Republic, 20th Century-Fox, Universal and Warners. Beznor was instructed to continue with Lippert Productions negotiations looking to the setting up of contract arrangements. Beznor will go to New York shortly for contract signings with the eight.

Atlanta was selected as the site of the Colosseum's 1952 convention.

In addition to Williams, the following were elected to serve as officers for the coming year: Ted Mendenhall, Des Moines, and William Bugie, Albany, first vice-presidents; Floyd Klingensmith, Pittsburgh, secretary; Tom McKeen. Oklahoma City, treasurer; Irving Frankel, Pittsburgh, assistant secretary; Ted Blakely, Oklahoma City, assistant treasurer.

Zone Vice-presidents Elected

Zone vice-presidents elected were: Eastern, Leonard Appel, Boston; Central, N. Provencher, Milwaukee; Midwestern, William Wink, Omaha; Southern, T. P. Tidwell, Dallas; Western, H. J. Weaverling, San Francisco.

Named committeemen were: Eastern, Keith Godfrey, Philadelphia; Central, Dave Chapman, Milwaukee; Midwestern, Robert Carnie, Kansas City; Southern, Ray Wild, Dallas; Western, Ed Ashkins, Los Angeles.

TESMA-TEDA

(*Continued from page* 1)

Herbert, William Gedris and William Stober. Neu will be moderator.

The annual banquet will climax the Friday meetings. It will be preceded by a cocktail hour sponsored by National Carbon Co.

On Saturday both organizations will hold final board meetings, which will be followed by a "Movie Ranch Party and Chuck Wagon Dinner."

SMPTE Meet

(*Continued from page* 1)

the National Film Board of Canada, and other civic, educational and cultural organizations.

An extensive program for the wives of delegates will run parallel to the general business sessions. An array of social events has been set up also for the delegates.

IN A SPECIAL TRAILER HURRY!
WE'LL GIVE YOU F-A-S-T-E-S-T SERVICE
FINEST QUALITY
1327 S. Wabash Chicago, Illinois
FILMACK
630 Ninth Ave. New York, N. Y.

To Ship Eidophor Here Next Month

Minor technical changes and the problem of crating and booking transportation will delay the shipment here from Zurich, Switzerland, of 20th Century-Fox's Swiss Eidophor-CBS color theatre television equipment. It is now expected to arrive around the middle of next month. Public demonstrations, however, are slated to be held before the end of this year as previously scheduled.

Skiatron Test

(*Continued from page* 1)

New York test in December, for which it still must get the approval of the Federal Communications Commission.

Eisemann Sues Skiatron For $250,000 Here

A suit for $250,000 has been instituted by Eisemann Industrial Corp. of this city in the New York Supreme Court here against Skiatron Electric & Television Corp. of America, Skiatron Corp. and Arthur Levy, president of the firm. The suit alleges infringement of patent rights of Adolph H. Rosenthal, an inventor of some of Skiatron's patents.

At the same time, Skiatron announced yesterday that it has served papers seeking a dismissal of the suit on the plaintiffs. The papers will be filed in court within a few days, Skiatron attorneys added.

Reports No Boom in Cleve. Neighborhood

CLEVELAND, Oct. 8.—M. B. Horwitz, head of the Washington Theatre Circuit here, has taken exception to an article in MOTION PICTURE DAILY of Oct. 2 which reported on business improvement in Cleveland first-run downtown and out-of-town theatres. Horwitz asserts that the headline on the story and a statement that Cleveland exhibitors are "unanimous" in reporting business improvement are misleading.

Horwitz states that his five theatres are typical of the average Cleveland neighborhood theatre and that business in four of the five was off eight to 20 per cent last month, compared with Sept., 1950. Improvement at the fifth house was slightly more than two per cent over a year ago. Horwitz states that since the article was published film terms quoted to him have been "way out of line."

MOTION PICTURE DAILY's story of Oct. 2 on Cleveland theatre business covered only specific first-run theatres named in the article. It was not represented as a complete survey of all theatres in the city and surrounding territory. Mechanical limitations made it impossible for the headline to so state in the space available.—EDITOR.

Fishbein in TV

Frieda Fishbein, New York literary agent and play broker, serving both stage and screen, has added a television department to her organization. The new department will be headed by Orrin Marshall.

N.Y. Grosses

(*Continued from page* 1)

theatre executives considered as the prevailing strong product.

The Music Hall pacer, plus a stage show, is expected to rack up $153,000 for the first stanza, a record for the house for this time of the year. With Josephine Baker on stage, "A Millionaire for Christy," at the Roxy will register an excellent $115,000 for its first week. Another outstanding box-office attraction is "A Streetcar Named Desire" at the Warner which is expected to do a robust $65,000 for its fourth week.

Holding up strong are "Flying Leathernecks" at the Paramount, which also features Louis Prima and his band on stage, and "A Place in the Sun" at the Capital. A snappy $62,000 is seen for the third week of "Leathernecks" and a good $45,000 is expected for the sixth week of "A Place in the Sun", compared to the corrected figure of $43,500 for the fifth week.

Dropping, but still doing well, is "David and Bathsheba" at the Rivoli where $31,000 is expected for the eighth week. "Here Comes the Groom" at the Astor will do an estimated $25,000 for the third week, considered quite satisfactory. A pick-up in business is noted for the second week of "The Well" at Loew's State where the opening of "Texas Carnival" has been postponed from tomorrow to Friday. The second week of "The Well" is estimated to hit a fair $18,000, equaling the first week gross.

Doing well for its third week at the Mayfair is "The Day the Earth Stood Still," which is expected to gross $25,000, while "The River" at the Paris Theatre is seen to hit another smash $14,000 for its fifth stanza.

At the Victoria, "Saturday's Hero," which will register a slow $11,000 for its fourth and final week, will bow out for "Whistle At Eaton Falls" tomorrow. A fair opening stanza of $14,500 for "Journey Into Light" is expected to be racked up at the Globe. Receipts at the Criterion, featuring "The Magic Face" for the second and final week, are dropping from a neat $19,000 opener to a fair $12,500. "Mr. Imperium" bows there on Saturday.

Among the consistent good grossers, "Tales of Hoffmann" is doing an excellent $11,500 for its 27th week at the Bijou while "Oliver Twist" at the Park Avenue is expected to hit a fair $8,400 for its tenth week.

Under the satisfactory category are "The Medium", at the Sutton, where $5,700 is seen for the fifth week, and "Kind Lady" at the Trans-Lux 52nd Street where $4,500 is estimated for the ninth week. A so-so $4,200 is seen for "Mr. Peek-A-Boo" in its third week at the Trans-Lux 60th Street.

Series in Denver

(*Continued from page* 1)

from "ganging" the theatre, which can only hold 1,500 persons.

The image, brought to Denver via the coaxial cable and a special hook-up, was nearly perfect on the Broadway's screen last Saturday.

New Dougfair Purchase

Robert Standish's 1949 best-seller, "Elephant Walk," has been purchased by Douglas Fairbanks, Jr. and Alexander MacDonald for the third film from their unit, Dougfair Corp.

RKO RADIO PICTURES, Inc.

Revised dates for TRADE SHOWINGS of

"HOT LEAD"

ALBANY Fox Scr. Rm. 1052 Broadway	Wed. 10/17	8:00 P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Wed. 10/17	2:30 P.M.
BOSTON RKO Scr. Rm. 122-26 Arlington St.	Wed. 10/17	2:30 P.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Wed. 10/17	2:00 P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Wed. 10/17	2:00 P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Wed. 10/17	10:30 A.M.
CINCINNATI RKO Scr. Rm. 12 East 6th St.	Wed. 10/17	8:30 P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Wed. 10/17	2:30 P.M.
DALLAS 20th Century-Fox Scr. Rm. 1803 Wood St.	Wed. 10/17	10:30 A.M.
DENVER Paramount Scr. Rm. 2100 Stout St.	Wed. 10/17	3:30 P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Wed. 10/17	10:30 A.M.
DETROIT Blumenthal's Scr. Rm. 2310 Cass Ave.	Wed. 10/17	2.30 P.M.
INDIANAPOLIS Universal Scr. Rm. 517 N. Illinois St.	Wed. 10/17	2:30 P.M.
KANSAS CITY Paramount Scr. Rm. 1800 Wyandotte St.	Wed. 10/17	2.30 P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Wed. 10/17	2:00 P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Wed. 10/17	12:15 P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Wed. 10/17	2:00 P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Wed. 10/17	2:00 P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Wed. 10/17	2:00 P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Wed. 10/17	2:30 P.M.
NEW YORK RKO Scr. Rm. 630 Ninth Ave.	Wed. 10/17	10:30 A.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Wed. 10/17	10:30 A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Wed. 10/17	1:00 P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Wed. 10/17	2:30 P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Wed. 10/17	2:30 P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Wed. 10/17	2:00 P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Wed. 10/17	2:30 P.M.
SALT LAKE CITY Fox Scr. Rm. 216 East 1st St. South	Wed. 10/17	1:30 P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Wed. 10/17	2:00 P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Wed. 10/17	1:30 P.M.
SIOUX FALLS Hollywood Thea. 212 N. Philips Ave.	Wed. 10/17	10:30 A.M.
WASHINGTON Fox Scr. Rm. 932 New Jersey Ave.	Wed. 10/17	9:00 P.M.



the
crowds
are
back
thanks
to

"DAVID and BATHSHEBA" - "PEOPLE WILL TALK"
technicolor
"NO HIGHWAY IN THE SKY" - "THE DAY THE EARTH STOOD STILL" - "A MILLIONAIRE FOR CHRISTY" - "MEET ME AFTER THE SHOW"
technicolor

* You bet! It's another smash opening of "David and Bathsheba" at the Madison, Detroit

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 71 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 10, 1951 TEN CENTS

US Trust Suit Indicts TV Sportcasters

Phila. Test Action Names Nat'l Football League

PHILADELPHIA, Oct. 9. — The Government today filed here a test anti-trust suit to determine whether football clubs, baseball clubs and other sporting leagues can agree among themselves to restrict broadcasting and telecasting of their sports events.

The suit made it clear the Government feels such agreements are illegal. The suit does not deal with cases where an individual promoter on his own decides to restrict the telecast of one event, but only where several promoters agree on a general pattern of restrictions. Nonetheless, the Government's stand here, taken together with the newly-announced New York Grand Jury investigation of

(*Continued on page 3*)

Market Para. Color Tube by Next Jan.

Quantity production of the Lawrence-Paramount tri-color, direct-view color television tube can be expected by the first of next year, Richard Hodgson, president of Chromatic Television Laboratories, an affiliate of Paramount Pictures, reported here yesterday.

This and other information relating

(*Continued on page 4*)

NPA Repeats Its Warning to File

Washington, Oct. 9. — National production Authority Administrator Manly Fleischmann again warns manufacturers they will face serious difficulties in obtaining steel, copper or aluminum during the first three months of 1952 if they have not already filed their controlled - materials plan applications with NPA, or if they fail to do so immediately.

Pointing out that many companies have so far failed to file, Fleischmann said that he could not "urge too strongly that those who have not done so should get their applications in immediately."

Industry Would Save $5,000,000 Per Year on Film-Equipment Tax Cut

Washington, Oct. 9.—The film industry may save as much as $5,000,000 a year from the tax bill provision on film and photographic excises, an industry source estimated. Most of this would go to the studios.

The new tax bill exempts from the 15 per cent film tax and the 25 per cent equipment tax any raw stock, film or equipment which is used in business. Motion Picture Association of America president Eric A. Johnston estimated in 1948 that the 15 per cent film tax cost the studios about $3,500,000 a year. Industry officials believe the raw stock tax bill now is close to $4,000,000 a year, with possibly another $1,000,000 of taxes being paid on equipment in studios and theatres.

MPA Maps Program Aiding Foreign Films in U. S.

A two-fold program to aid and expand the exhibition of foreign films in the U. S. will be inaugurated shortly by the Motion Picture Association of America's advisory unit for foreign films, B. Bernard Kreisler, the unit's director, disclosed here yesterday following a seven-week tour of London, Madrid, Paris and Venice.

Beginning this fall, favorable reviews here of foreign films which receive the MPAA Code Seal will be reprinted by the unit and mailed out to the 300-plus specialized "art" houses in the U. S., universities and colleges equipped to show foreign films and to circuit executives. The large circular, also containing the distributor's name, will carry the reviews appearing in such media as the New York *Times*, the *Herald Tribune*, the *Post*, and Time and New Yorker magazines.

Kreisler also disclosed that his department is preparing a book to guide producers abroad on the American market. The book, to be distributed only to MPEA members' foreign offices, will carry information dealing with such topics as import permits, distributors, specialized theatres, and the Production Code. It will be a manual for the proper presentation of foreign films in the American market, Kreisler explained, adding that it should be ready by winter.

In his task abroad, Kreisler re-

(*Continued on page 4*)

Distributors File 4 Percentage Suits

PITTSBURGH, Oct. 9.—Thomas A. Capuzzi was named defendant in four percentage actions filed here today. Suits were brought by RKO, Warner, 20th Century-Fox and Paramount, alleging under-reporting of receipts on percentage pictures exhibited at the Princess Theatre in Republic, Pa.

James R. Orr of the Pittsburgh law firm of Reed, Smith, Shaw and McClay represents the distributors, with Sargoy and Stein of New York of counsel.

Enthusiasm Grips U.S. as 'Movietime' Campaign Begins

The greatest enthusiasm ever to greet any motion picture event in history is reported from each of the regional key cities and state capitals in which "Movietime, U. S. A." star tours began their "invasion" of the country Monday, it was reported here yesterday by the Council of Motion Picture Organizations.

In addition to local activities already reported by MOTION PICTURE DAILY, the following developments, as recounted by COMPO, also transpired:

Connecticut co-chairman Harry Shaw, reporting on the statewide reception to the visiting "Movietime" brigade, declared: "This 'Movietime' campaign has been like nothing

(*Continued on page 4*)

Emergency Precludes Equipment Exhibit

LOS ANGELES, Oct. 9.—The Theatre Equipment Supply Manufacturers Association and Theatre Equipment Dealers Association joint convention, to be held here from Thursday through Saturday, at the Hotel Ambassador, will not feature any equipment and concession exhibit because members of the association have found themselves unable to arrange because of current emergency conditions.

At the same time a TESMA

(*Continued on page 4*)

1,000 Leaders Launch N. Y. 'Movietime'

Judge Medina, Others, Cite Films' Influence

Nearly 1,000 leaders of the Metropolitan New York community joined with Hollywood personalities and motion picture industry leaders at a luncheon in the grand ballroom of the Waldorf-Astoria here yesterday, formally inaugurating New York's "Movietime" program and observance of the 50th anniversary of the motion picture theatre.

Judge Harold R. Medina, distinguished Federal jurist who presided at the trial which resulted in the conviction of Communist Party leaders, was principal spokesman for the community groups. He cited motion pictures as the "most

(*Continued on page 3*)

Extend Air 'Plugs' For 'Movietime'

An extensive lineup of national network radio and television tieups has been set to "plug" "Movietime, U. S. A." throughout October and November, it was announced here yesterday by officials of the Council of

(*Continued on page 3*)

Grosses Soar from 'Movietime' Ads

Detroit, Oct. 9.—The full-page "Movietime U.S.A." newspaper ads are attributed by the industry here to be responsible for soaring downtown key theatre grosses.

"David and Bathsheba" at the Madison turned in $30,500 for a second week, its first week's take being a smashing $35,000. "His Kind of Woman" and "Chain of Circumstance" brought in a neat $22,000 at the Michigan and "Mr. Imperium" did a big $19,000 at the United Artists. Fox netted $27,000 with "Meet Me After the Show" and the Palms, with "Rhubarb" and "Tomorrow Is Another Day," brought in $18 500. The Adams drew $18,000 with "Texas Carnival."

Personal Mention

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has arrived in Hollywood from New York for studio conferences.

•

JOHN FARROW, director, has been invited, as a representative of the industry, to participate in a joint civilian orientation program by Secretary of Defense Robert Lovett, to be held in Washington, Oct. 15-22.

•

MAURICE N. WOLF, field assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak before the Better Films Council at Worcester, Mass. Nov. 6.

•

JEAN HERSHOLT has been made first honorary staff member of the new Los Angeles Cancer Detection Clinic, which will formally open with civic ceremonies in Los Angeles on Oct. 14.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., and JERRY PICKMAN, advertising-publicity director, have returned here from Philadelphia.

•

SEYMOUR MOSES, managing director of M-G-M's organization in Holland, is in New York for a combined business and pleasure visit.

•

LOUIS NIZER, motion picture attorney, is among those serving as honorary vice-chairmen for the "Night of Stars" benefit show.

•

JACK BRODER, president of Broder Productions, and MRS. BRODER have left New York for Hollywood.

Film Companies to Close on Holiday

Most film, theatre, equipment and related industry companies' offices here will be closed all or a half day on Friday, Columbus Day. RKO and 20th Century-Fox will be closed a full day. Closed half-a-day will be Columbia, M-G-M, Monogram, Paramount, United Artists, Universal, Warner Brothers and the Motion Picture Association of America. Republic has not as yet made a decision on closing.

New N.Y. House to Open

New York's newest motion picture house, the Fine Arts Theatre, on 58th Street between Park and Lexington Avenues, will open on Monday. Universal's "The Lavender Hill Mob," starring Alec Guinness, will be the initial offering. The picture is a J. Arthur Rank production.

UK Election Delays Film

LONDON, Oct. 9.—General Film Distributors' "High Treason," an anti-Communist film which depicts a plot to sabotage Britain's docks and key industrial centers, has had its premiere postponed from Oct. 18 until after the Oct. 25 elections, to avoid "possible criticism of political bias."

F. & M. Files In UPT-ABC Hearing

WASHINGTON, Oct. 9.—Fanchon and Marco today filed a formal notice of appeal from Federal Communications Commissioner Sterling's decision to deny intervention in the United Paramount Theatres-American Broadcasting merger hearings. The full Commission is expected to pass on the appeal without a further hearing.

Heavy Campaign for Popkin's 'The Well'

A heavy merchandising plan for Harry M. Popkins "The Well," United Artists release, will continue the world premiere engagement of the Clarence Greene-Russell Rouse film directly from Loew's State to the Brooklyn Paramount and then right onto the entire Loew's circuit in Greater New York, it was announced here by William J. Heineman, sales vice-president.

Loew's will open "The Well" in Jersey City and Loew's Newark on Oct. 17. "The Well" will then open across the entire Loew's circuit in New York on Oct. 31.

The all-out advertising and publicity campaign, which launched "The Well" here, is being stepped up by Max E. Youngstein, United Artists vice-president.

8 Additional Key Openings for 'River'

Jean Renoir's Technicolor film, "The River," now in the fourth week of its world premiere engagement at the Paris Theatre in New York, has been set for eight additional major openings, bringing to 14 the total number scheduled so far, it was announced by William J. Heineman, United Artists sales vice-president.

The eight new engagements all under the sponsorship of The Theatre Guild, are: World Theatre, Minneapolis, Oct. 23; Mercury Theatre, Buffalo, Oct. 24; Art Theatre, Dayton, Oct. 24; Aldine, Philadelphia, Oct. 31; Guild, Cincinnati, Nov. 14; World, Columbus, Nov. 14; Playhouse, Washington, Dec. 23; and the Little Theatre, Baltimore, Dec. 23. These engagements, like all others slated for "The River," are on a reserved-seat, twice-daily schedule.

Para. Workers Meeting

Paramount Pictures' home office "white collar" workers will meet at the Hotel Woodstock here tomorrow evening to formulate plans for coming negotiations between IATSE Motion Picture Home Office Employes Local No. H-63 and the company. The employes recently designated the "IA" local as their bargaining agent.

Leewood in London

LONDON, Oct. 9.—Jack Leewood, production supervisor for Robert Lippert, is here from Hollywood to study British production possibilities. Exclusive Films, in association with Lippert, will begin shooting shortly.

U. S. to Counter Belgium Proposal

American counter-proposals to an impending Belgium government decree which would put an import quota on U. S. films and limit remittances will be made shortly. it was learned here yesterday.

MPEA Discusses

The counter-proposals were discussed at yesterday's meeting of the Motion Picture Export Association, which dealt with the Belgium problem among other foreign topics, according to MPEA spokesman. The proposed decree would lift the present unrestricted importation of American films and put an import quota of from 200 to 225 American pictures, in addition to limiting remittances to 80 per cent.

The proposed action, according to an MPEA spokesman, stems from the Belgium government's dollar position rather than any animosity toward American films.

20th's Report Wins Financial Award

In the final ratings of the independent board of judges in the "Financial World Survey of Annual Reports," 20th Century-Fox was judged as having the best annual report of the motion pictures industry. The bronze "Oscar of Industry" trophy will be presented to the company at the annual awards banquet in the Hotel Statler, New York, on Oct. 29.

'Kon-Tiki' Holdover In 18 'Art' Houses

Eighteen of the 22 New York "art" houses which opened the Sol Lesser-RKO Radio release "Kon-Tiki" last Wednesday are holding over for a second week, Robert Mochrie, RKO Radio sales vice president, reports

The picture recently completed a six-month run at the Sutton here. Switching usual distribution procedure through the circuits, Producer's Representatives, representing Sol Lesser, and RKO Radio have decided to continue the art house policy.

McCullough to Chi. For Safety Meeting

John B. McCullough, director of the technical services department of the Motion Picture Association of America, was the industry's speaker at a meeting of the National Safety Congress to be held yesterday at the Stevens Hotel in Chicago. As director of the industry's conservation activities, McCullough presented a series of awards for the best films on national safety made in 1950-51.

Honor Harris, Thomas

Sam Harris, chairman of the British trade publication *Today's Cinema*, and Frad Thomas, editor, will be the honor guests at a reception tomorrow afternoon sponsored by the Motion Picture Association of America. It will be held here at the Harvard Club.

Newsreel Parade

EXHIBITORS everywhere will be glad to note that "Movietime U.S.A." developments are highlighted in current newsreels. Also covered are the visit to the U. S. of Iran's Mossadegh and the arrival in Canada of England's Princess Elizabeth. Full synopses follow:

MOVIETONE NEWS, No. 82—Elizabeth flies ocean for tour of Canada. Ridgway agrees to resume Korea talks with Reds. Iranian Premier arrives in New York. President Truman meets Movietime stars. The World Series.

NEWS OF THE DAY, No. 212—Princess Elizabeth visits Canada. Marines take Korea hill by helicopter. British quit Iran. Iranian Premier here. Truman lauds Movietime U.S.A. World Series highlights. Tigers sink Navy.

PARAMOUNT NEWS, No. 15—Report from Korea. Mossadegh arrives. Elizabeth and Philip in Canada. Truman greets Movietime stars. Michigan State vs. Ohio State. Princeton-Navy.

TELENEWS DIGEST, No. 41-A—Offensive by UN in Korea. Tories speak out in British elections. Texas A. & M. vs. Oklahoma. World Series.

UNIVERSAL NEWS, No. 498—Iran crisis. Movietime U.S.A. World Series tied-up. Michigan State vs. Ohio State.

WARNER PATHE NEWS, No. 17—Elizabeth and Philip arrive in Canada. First victory for helicopter. Mossadegh arrives in U. S. London: Abadan oil workers leave Iran. Gen. Collins meets Ike in Europe. Movietime stars begin tour; visit Truman. Princeton tops Navy. Illinois beats Wisconsin.

Edward McEvoy, 63, Industry Veteran

Edward L. McEvoy, film industry veteran died on Sept. 27, according to word reaching here yesterday from his native Leominster, Mass.

McEvoy, 63, had been in the film business since boyhood when he worked at the Peabody Theatre in Leominster. Before his comparatively recent retirement from the industry, he was short subject sales manager for Universal and prior to that was manager of the Eastern sales division of RKO Radio.

Mrs. Flora L. Shelton

KANSAS CITY, Mo., Oct. 9.—Mrs. Flora L. Shelton, wife of Robert M. Shelton, vice president and general manager of Commonwealth Theatres, died Sunday. Besides her husband she is survived by a daughter. Funeral services were held at Warrensburg, Missouri, their former home, today.

Edmund D. Adcock, 73

CHICAGO, Oct. 9.—Services were held here on Monday for Edmund D. Adcock, 73, former law partner of Leo Spitz, executive of Universal-International.

Seal Trailer Booked

The annual Christmas Seal trailer, starring Gary Cooper for 1951 and filmed by Warner Brothers, has been set to play more than 10,000 theatres in pre-Christmas bookings designed to boost the sale of the seals.

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US Trust Suit

(*Continued from page* 1)

boxing, could have a major effect on the development of theatre television.

The suit filed today accused the National Football League of violating the anti-trust laws. It charged the league and its 12 member clubs had engaged in an illegal conspiracy to restrict the persons and areas which could get broadcasts and telecasts of league football games.

The government sought an injunction against any further agreements of this type.

Even more significant than the suit itself, however, were the comments of Anti-Trust Chief H. Graham Morison. He said that the Government "considers all restrictions of this type —wherever imposed—to be in violation of the anti-trust laws." He told a press conference that the Government considered this to be a test case, and that if the Justice Department is successful in this case, action will likely follow against all other similar cases where there is an agreement to restrict broadcasts and telecasts.

Obviously affected would be the National Collegiate Athletic Association's program restricting college football telecasts.

Denver Series Telecast Attributed to A. F. Myers

DENVER, Oct. 9.—Recent conversations between Abram F. Myers, general counsel of Allied States Association, and Justice Department officials were said to have been the entering wedge to the Broadway Theatre's getting world series television, according to trade sources here. The Denver house was packed Tuesday.



CORRECTION

RKO Radio Pictures trade showing of "HOT LEAD" for Cincinnati, at the RKO Screening Room, 12 East 6th St., is scheduled for Wed., Oct. 17, at 8:00 P.M. instead of 8:30 P.M.

INDEPENDENT FILM EXCHANGE

equipped to distribute new American and foreign films, in New York metropolitan area, as well as on a national basis.

Call or write

Jack Bellman, Realart Film Exchange, 630 9th Avenue, New York City. Telephone Circle 6-1717.

Launch N. Y. 'Movietime'



Quigley Publications Photo

JANE POWELL opens New York's "Movietime" luncheon singing "The Star Spangled Banner" in the Grand Ballroom of the Waldorf-Astoria yesterday before a gathering of 1,000 community and industry leaders. Federal Judge Harold R. Medina is at Miss Powell's left. On the right are Fred Schwartz, chairman; Francis Cardinal Spellman and Irene Dunne. In the background may be seen Samuel Goldwyn and Jack Cohn.

(*Continued from page* 1)

potent means of passing on to multitudes information of every nature and description."

Fred Schwartz, chairman of the Organization of the Motion Picture Industry of the City of New York, presided at the luncheon, which opened with an invocation by Francis Cardinal Spellman, Archbishop of New York. Other speakers were: Ned E. Depinet, president of the Council of Motion Picture Organizations; Allen Rivkin, president of the Motion Picture Industry Council; Ray Milland, Teresa Wright, Frederick de Cordova, Irene Dunne and Leonard Spigelgass.

The New York exhibitors' organization will endeavor to constitute the luncheon guests as a "Committee of 1,000" on a continuing basis for cooperative activities on the community level, for advisory services and joint endeavors in the future.

American Fundamentals

As principal spokesman for the community, U. S. Circuit Court Judge Medina reminded his listeners of the American fundamentals which the motion picture has so often illustrated for the masses.

"I wonder," he said, "if we realize how many wonderful movies the industry has produced which serve to show the power of religion, the importance of tolerance and goodwill, the companion subject of discrimination?

"What a calamity it would have been," Judge Medina said, "had the industry even in part become a propaganda machine or the tool of party politicians. Instead, it seems to me, it has done the very thing that is just and right that it should do, and that is to serve as the mirror of American life, portraying the epic of America. In doing so, it has helped to make American Democracy retain its strength, its vitality and ideals."

Judge Medina was presented with an inscribed wallet stuffed with passes to New York theatres.

In the audience were prominent clergymen, educators, publishers, union officials, women's club leaders and heads of numerous other organized groups.

Milland cited the influence of motion pictures on many facets of American life and manners and declared that Hollywood is conscious of its responsibility to the nation and the world. He related some of the contributions of films and the industry to the national defense effort and closed with a reading of "I Am Motion Pictures," which was written by Maurice Wolfe of M-G-M's exhibitor and public relations department.

Actresses Speak

The Misses Wright and Dunne decried some of the more publicized Hollywood phases and spoke of its substantial and spiritual characteristics which are seldom noted.

De Cordova explained the major steps in the making of a picture, refuting the charge that Hollywood is extravagant and wasteful.

Spigelgass, conceding there had been a Communist attempt to take over Hollywood, pointed out that the House Un-American Activities Committee had uncovered fewer than "200 Communists, actually only 158, among Hollywood's working population of 25,000."

The history of Communism in Hollywood, he said, is a history of utter defeat.

Ben Grauer, radio and television announcer, introduced the dais guests. They were:

H. C. Potter, Phyllis Kirk, Henry Fonda, John Payne, Teresa Wright, Leonard Spigelgass, Harry Brandt, Joan Fontaine, Ray Milland, Elizabeth Taylor, Judge Harold R. Medina, Francis Cardinal Spellman, Irene Dunne, Acting Mayor Sharkey, Jane Powell, Ned Depinet, Edward Rugoff, Robert O'Donnell, Adolph Zukor, Joseph Cotten, Barney Balaban, Allen Rivkin, Fred de Cordova, Mrs. Wendell Willkie, Phyllis Kirk, Charlton Heston, Henry Koster, Frank Schroth, John O'Connor, Louis Fairchild, Hal Fletcher, Maximilian Moss, William R. Hearst, Jr., Mrs. Mary King Patterson, Dennis O'Keefe, Mrs. Ogden Reid, Samuel Goldwyn, Mrs. Dorothy Schiff, William Jansen, Major Albert Warner, Robert Stack, Jack Cohn, Vanessa Brown, John Carroll, John McCarthy, Ted Thackery, Paul Stewart, Horace MacMahon, Carleton Carpenter, William B. Nichols, John G. McCarthy, Fred J. Schwartz.

Extend 'Plugs'

(*Continued from page* 1)

Motion Picture Organizations.

The shows, which will carry the "Movietime" message for a period of six weeks beginning the end of this week, will reach an audience estimated at many millions each day. They are: "Okay, Mother," ABC-TV, which will carry 15 days of continuous plugs; "Bride and Groom," CBS-TV, set for six consecutive Tuesday "Movietime" promotions; "Take a Number," Mutual radio show which will promote "Movietime" both on its daytime program (for 15 consecutive days) and four successive Saturday night shows; "G. I. Chance of a Lifetime," ABC radio feature; "Give and Take," CBS radio program, heard Saturday noon; and "Ladies Fair," heard on the Mutual network.

Will your Will work?

Will your final wishes fail to be realized because you've made a faulty will? Technical flaws, a misused word, the absence of a few important elements, all can invalidate your obvious intent.

If there is uncertainty in your mind, please accept a copy of this new booklet. "Make a Will That Will Work" is a handy reference guide to every phase of will making problems. Your copy is waiting for you at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today — while you're thinking about it.

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NATIONAL TRUST AND SAVINGS ASSOCIATION

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First U.S. - Austrian Financing for Films

Arrowhead Production, which recently completed its first independent picture, "Chicago Calling," starring Dan Duryea, for United Artists release, announces its second venture, "The Girl from Astoli," to be filmed in Europe in January. The project represents the first American-Austrian financial collaboration on a motion picture with half the funds being furnished by a group of Viennese investors. Co-producer Kurt Hirsch leaves Hollywood for Europe on Oct. 20 to set up locations in Italy and Austria. Peter Berneis, co-producer-writer, and director John Reinhardt will follow him abroad in late November.

Para. Color Tube

(*Continued from page* 1)

to the production of the new tube is contained in a question-and-answer summary prepared by Hodgson with a view to covering "salient points which we have found to be of the most public interest."

Hodgson said it is anticipated that "new sets capable of receiving black-and-white and color under the present commercial standards will be available to the public at about the first of the year."

The Lawrence-Paramount tubes now are in process of production at Chromatic's newly acquired Stamford, Conn., plant. The plant has been in production on black-and-white tubes and now is being converted to production of color tubes, according to Hodgson.

The president of Chromatic stated that at present it is impossible to estimate accurately the ultimate list price of the color tube. He indicated, however, that the cost of producing the "uniquely simple Lawrence-Paramount tube will not be substantially higher than the cost of producing a black-and-white tube of equal size."

In addition to the color tube, the set will require an adapter which has already been advertised by one firm at $19.95 to the public. "Some minor circuit adjustments may also be necessary. It should be noted that the Lawrence-Paramount tube eliminates the need for the mechanical drum or disc now in use by the CBS system," Hodgson explained.

The tube will receive color transmission either under the existing commercial standards set up by the Federal Communications Commission, or any of the other presently proposed systems for color television transmissions, it is explained.

The present commercial color standards are generally known as the CBS standards, as CBS originally advocated similar standards.

Hodgson reported further:

The tube can receive one color system or another and can automatically receive either color or black-and-white.

It can be inserted into any good quality black-and-white receiving set.

New sets employing the tube will cost about 15 per cent more to produce than sets of the same size receiving black-and-white.

The tube makes use of post deflection acceleration and focusing principles which, in turn, make possible design simplifications and economies in the standard television deflection circuits.

The only L-P tube in existence at this time is in the TV laboratories at the Paramount Building, New York.

Enthusiasm for 'Movietime'

(*Continued from page* 1)

else that ever happened before in the motion picture industry, from the point of establishing and solidifying a magnificent relationship between our movie theatres and the newspapers."

Publishers John Reitemeyer of the *Hartford Courant* and Frank Murphy of the *Hartford Times*, who headed the official luncheon committee, made a joint statement which said, in part, "We newspapers need the movies. The movies need us. Let's get together." Newspaper and radio coverage of all activities of the Hollywood group was the greatest in Connecticut history, with the "Movietime" troupe escorted all through the day by police and military contingents, Army bands and cheering crowds.

From Austin, Texas, Raymond Willie wired: "'Movietime Texas U. S. A.' troupe arrived Austin to tremendous public acclaim. Arrival at airport drew over 10,000 people. Parade route had over 40,000 wildly cheering Texans."

Police reports and statements of civic officials reveal that the crowds and enthusiasm which greeted the Hollywood contingent on every step of its tour through Austin, meeting with the Governor and public appearances were easily double those recorded for the recent visit of General of the Army Douglas MacArthur. Practically every newspaper throughout the state turned over almost all of Page One to news stories and art on the arrival.

The Rocky Mountain area reception to visiting stars Anne Baxter, Spring Byington, Raymond Walburn, Rebel Randall and Writer Liam O'Brien saw tremendous enthusiasm—and Page one news coverage—begun in Denver and repeated in Cheyenne, Casper and Laramie, Wyo. More than 6,000 people thronged the airport in Denver to welcome the "Movietime" ambassadors, and Governor Frank Barrett of Wyoming followed his official welcome to "Movietime" in Cheyenne by accompanying the troupe to Casper and Laramie, where he participated in all ceremonies and activities. In both Denver and Cheyenne the "Movietime" contingent visited Army and Navy hospitals, the Community Chest headquarters and the Crusade for Freedom, with newspaper photographers and radio reporters following every move.

HARRISBURG, PA., Oct. 9—Every newspaper in Harrisburg and Pittsburgh turned over practically its full edition to "Movietime" on Monday, when the "Movietime" troupe of Hollywood personalities arrived in Harrisburg to open a series of personal appearances throughout Western Pennsylvania.

MADISON, Oct. 9—Official welcome to Wisconsin was extended to visiting "Movietime" personalities by State Attorney-General Vern Thompson, who read the Governor's proclamation from the steps of the State House in the absence of the Chief Executive. Every newspaper in the state was represented.

INDIANAPOLIS, Oct. 9—More than 300 newspaper publishers, exhibitors and business leaders from all over Indiana crowded into the official luncheon at which Indiana Governor Henry Schricker welcomed Hollywood personalities who arrived to open the "Movietime" campaign.

ALBANY, Oct. 9—For the first time in history (excluding national emergencies) all nine radio stations in the Albany area joined to cover a single event—when the New York State opening of the "Movietime" tour was given a total of 24 individual programs over the combined wavelengths of the nine outlets.

DETROIT, Oct. 9—The "Movietime" celebration in Michigan, described by veteran showmen as one of the most successful movie activities in the state's history, got underway at noon Monday (Oct. 8) in Lansing, the State capital, with a luncheon in the new home office of the Lansing State Journal, at which Paul Martin, publisher, was host to 125 of the most prominent newspaper and radio executives and editors in the state.

MINNEAPOLIS, Oct. 9 — Robert Young, Marta Toren, Dorothy Patrick, Ann Doran, Gig Young, Writers Irving Gielgud and Don McGuire and producer-director Albert Lewin, represented Hollywood in the Minneapolis "Movietime" Celebration which covered Minnesota, North and South Dakota. The group arrived in St. Paul Sunday evening.

KANSAS CITY, Oct. 9—Hollywood's representatives to the "Movietime" celebration in Kansas and Western Missouri were accorded unprecedented newspaper and radio publicity, according to "Movietime" Committee chairmen who arranged the tour in this area for Gloria Graham, Sheila Ryan, Scott Brady, Sean McClory, Leon Gordon, producer and Martin Rackin, writer.

Paramount's 'Golden Circle' To Tour for 'Movietime'

Twelve members of Paramount's "Golden Circle" have been named to join the "Movietime U. S. A." campaign of state-wide tours.

One Golden Circle group comprising Peter Hanson, Laura Elliot, Virginia Hall, Mary Murphy, Joan Taylor and Ann Robin will represent the industry throughout Texas, while a second unit including Peter Baldwin, Barbara Rush, Susan Morrow, Nancy Hale, Irene Martin and Judith Ames will spark a statewide tour of Iowa.

Starr Tribute on WINS

Martin Starr, Crosley Broadcasting (WINS, New York) motion picture commentator, will do a salute to the film industry on the occasion of its 50th theatre anniversary celebration. The commentary will be heard on his "Movie Starr Dust" program tonight at seven o'clock.

Craft Earnings Report

HOLLYWOOD, Oct. 9.—The average weekly earnings of crafts workers in studios here were $104.40 during August, the California Department of Industrial Relations revealed in its monthly report. The figure compares with $105.88 in July, and $102.15 in August 1950.

Form Melford Company

HOLLYWOOD, Oct. 9.—Frank Melford, president of Ventura Pictures, announced the formation of Frank Melford Productions, a separate corporation, to make four features independently during the next 12 months.

Wolf and Chisholm To Meet the Duke

INDIANAPOLIS, Oct. 9—Marc J. Wolf, chief barker of Variety International, who has arrived home from the mid-year conference in Toronto, will return there on Friday to meet the Duke of Edinburgh.

The Duke, who is an honorary member of Variety's London tent, extended the invitation to Wolf and John J. Chisholm, chief barker of the Toronto tent, and John J. Fitzgibbons, ex-chief barker, through Charles Stein, Under-Secretary of State for Canada and head of the arrangements committee for the Duke's reception. Wolf will visit the London tent while abroad for the installation of the new Dublin Variety club on Nov. 23.

MPA Maps Program

(*Continued from page* 1)

lated, he stressed the inter-dependence of the world film market and the mutual benefit arising out of the showing of American films abroad and the exhibition of foreign films in the U. S. He addressed top government officials, production executives and others on his trip.

Explained Code

One thing that baffled foreign producers, he said, was the multiplicity of censorship in this country, with some states and various municipalities assuming censorship roles. Regarding this problem, Kreisler said, he explained the industry's self-regulatory Production Code. In addition, he also advised foreign producers to take "protection shots" of scenes which they may think may hit censorship troubles so that a new scene could be dubbed in the film.

In his many meetings with foreign production executives, Kreisler said he advised them not to attempt to duplicate Hollywood in order to exhibit in the American market but to make films which reflect their own country and their particular culture and art.

Emergency

(*Continued from page* 1)

spokesman points out that disturbed conditions in the industry have made the approaching convention of unusual importance because government controls dealing with the supply of materials, pricing, etc., have been calling for increased attention on the part of the organization which speaks for 124 manufacturers in the field and is likely to call for even closer attention in the future.

Neu Won't Run

Oscar F. Neu of Neumade Products Corp., New York, who has been president of TESMA for the past six years, announced some time ago that he would not be a candidate for reelection. "Three terms," Neu declared, "is one more than enough for the president of any organization."

Golden Joins Halpern

Richard W. Golden has joined Theatre Network Television here, it was disclosed yesterday by Nathan L. Halpern, network president. Golden goes to TNT from the promotion staff of the CBS television network. Before his CBS affiliation Golden was a producer-writer for Lester Lewis Associates, television program producers, and with Schwerin Research, television program analysts.

It's Movie Time USA

MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70. NO. 72 NEW YORK, U.S.A., THURSDAY, OCTOBER 11, 1951 TEN CENTS

US Sports TV Suit Will Not Hit Theatres

Could Still Buy Rights To Exclusive Telecasts

WASHINGTON, Oct. 10.—Yesterday's Federal anti-trust suit against the National Football League, even if successful, would not in any way restrict the right of an individual team or sports promoter to sell telecast rights to theatres rather than broadcasters, attorneys here emphasized today.

The suit would, however, upset any organized agreement to restrict any type of telecasting.

In filing the suit, the Justice Department emphasized that the main purpose was to permit each club to sell the telecast rights as it sees fit. Even if the suit were sustained, an individual club could still favor the-

(*Continued on page 7*)

Chesnes, Hammer In Para. TV Posts

Albert A. Chesnes has been named manager of Paramount's theatre television by Richard Hodgson, director of the company's television development. At the same time, Hodgson named Jack Hammer supervisor of theatre television film processing. He will also have charge of processing equipment design and operation.

Chesnes, who has been in charge of various aspects of the company's theatre television operations for the past three years, now assumes complete administrative and operational responsibility for Paramount's video recording service and installations of Paramount's inter-film theatre TV

(*Continued on page 7*)

Okay Paramount Telemeter Test

Washington, Oct. 10.—The Federal Communications Commission today gave Paramount Television Productions authority to test its "Telemeter" subscriber-vision system. The test period will run for 90 days and will be carried on over Station KTLA in Los Angeles.

Business Booms at N. Y. First-Runs

A sharp spurt in business was recorded yesterday by a number of New York first-runs, notably Radio City Music Hall and the Roxy. At the former, where "An American in Paris" shares the program with a stage bill, long lines of patrons contributed a mammoth $22,000 gross for the day, and the initial week, ended last night, amounted to a top-notch take of $157,000. Josephine Baker on stage and "A Millionaire for Christy" on the screen, attracted a big $14,000 single-day's gross at the Roxy.

Cloudy, cold weather and the large number of out-of-towners who had come to New York for the World Series were credited with stimulating theatre business.

300 Register for TESMA-TEDA Meet

HOLLYWOOD, Oct. 10.—Registrations for the joint TESMA-TEDA convention at the Ambassador Hotel here tonight were nearing the 300 mark, according to TEDA executive director Ray G. Colvin, presiding over a registration desk surrounded by carpenters, plasterers, cement mixers engaged in remodelling the lobby. Despite the hullabaloo, which arriving delegates accustomed to confusion accompanying theatre equipment installations took in stride, indications to-

(*Continued on page 7*)

'MOVIETIME' STARS WINNING AMERICA

Election Today Will Set 'Collarite' Showdown Date

Another showdown between the two rival unions which have been struggling for supremacy among the distributors' home office "white collar" workers will take place soon in the form of a National Labor Relations Board election.

This time the stake is a particularly big one—the 350 clerks, stenographers and messengers employed at Columbia Pictures and Columbia International. NLRB official Jacob Lazarus today will conduct in New York a hearing for representatives of the two unions, IATSE Motion Picture Home Office Employes Local No. H-63 and District No. 65 of the Distributive, Processing and Office Workers of Amer-

(*Continued on page 7*)

'U' Will Meet in St. Louis Tomorrow

The third of a series of four regional meetings of Universal will get underway at the Hotel Chase in St. Louis tomorrow with personnel from the Atlanta, Charlotte, Dallas, Memphis, New Orleans, Oklahoma City and St. Louis exchanges attending.

Irving Sochin, assistant to Charles J. Feldman, Universal's domestic

(*Continued on page 7*)

Success Reported By COMPO with Tours Now at Half-Way Mark

With the Hollywood personality tours nearing the half-way mark last night, reports from regional chairmen of the "Movietime, U.S.A." campaign in all parts of the country pointed to complete success in the establishment of goodwill for the industry among hundreds of thousands of persons in hundreds of towns never before visited by a Hollywood "name."

The personality tours will be concluded on Saturday, with additional hundreds of towns to be visited in the meantime. Reports already received from the field at Council of Motion Picture Organizations' headquarters here make it clear that public enthusiasm for Hollywood and its personalities is being reanimated on a national

(*Continued on page 2*)

Nominate German To Head N. Y. Tent

William German has been nominated to be chief barker of the Variety Club of New York, Tent No. 35. Fred Schwartz is the present chief barker.

The nominating committee, headed by Henderson Richey, and composed of Bert Sanford, Morton Sunshine, Leon Bamberger and Si Fabian, has placed in nomination the following additional names:

First assistant chief barker, Ira

(*Continued on page 7*)

DECOMPOSED CELLULOSE NITRATE FILM CAN IGNITE

WASHINGTON, Oct. 10.—The government had discovered that cellulose nitrate motion picture film can ignite spontaneously when the film is in an advanced stage of decomposition.

It was previously believed that nitrate film would not ignite spontaneously at ordinary temperatures in a film vault. However, tests made by the government's National Bureau of Standards, in cooperation with the National Archives, show that this does not hold for decomposed film.

The Bureau said it felt its tests have provided the necessary information to prevent recurrence of severe fire losses experienced in recent years. It cited in particular numerous fires which occurred in New York City and adjacent areas during the abnormally hot summer of 1949, resulting in substantial property loss. The Bureau said its engineers, in studying storage conditions, found no evidence that the fires were due to the negligence of personnel or the careless use of matches, but rather originated through the spontaneous ignition of deteriorated film. This theory was confirmed in a series of tests, the Bureau said.

One solution, the Bureau said, is to keep relatively low temperatures in film vaults, which will not only decrease the possibility of spontaneous fire but also will preserve the film better. The other answer, it declared, "is the removal of all film showing

(*Continued on page 7*)

UPT-ABC Merger Hearing Jan. 15

Washington, Oct. 10.—January 15 was set today as the starting date of Federal Communications Commission hearings on the proposed United Paramount Theatres-American Broadcasting merger and on whether Paramount Pictures, UPT and related corporations should be allowed to stay in the radio-television field in view of their past anti-trust records. The hearings will be before an FCC hearing examiner.

Personal Mention

RUSSELL DOWNING, managing director of Radio City Music Hall, has left New York for Hollywood where he will preview new product with a view to future Music Hall bookings.

•

HERMAN RIPPS, assistant to John P. Byrne, M-G-M's Eastern sales manager, is pinch-hitting for the latter while he is recuperating from illness.

•

GENE PLESHETTE, manager of the Brooklyn Paramount Theatre, will be a guest lecturer at Long Island University.

•

MOREY GOLDSTEIN, sales vice-president of Monogram-Allied Artists, is due to arrive in Hollywood today from New York.

•

JOHN STEIN, former publicist for Irving Ackerman's Theatre in San Francisco, has returned to that city from a trip to Paris.

•

CHARLES MEGGS, Monogram-Allied Artists advertising art-director, has returned to Hollywood from the East Coast.

•

ROBERT MONTGOMERY, producer and film star, will be one of the two guest speakers at the Republican Preparedness Dinner in Boston.

•

ROBERT M. SAVINI, president of Astor Pictures, has left New York to visit his exchanges in the South.

•

FRANCES LANE has joined M-G-M's exploitation department here to handle Fashion tieups.

•

FLOYD HENDRICKSON, M-G-M studio attorney, and MRS. HENDRICKSON, are visiting here from the Coast.

•

MARVIN SCHENCK, Loew's vice-president, has returned to the Coast after home office conferences.

•

T. C. CLARKE has been named president and director of the Dominion Sound Equipment Ltd. in Montreal.

Brandt, Rinzler Head Rogers Drive Locally

Harry Brandt, head of Brandt Theatres, has accepted the invitation of the Variety Clubs-Will Rogers Memorial Hospital to serve as 1951 New York regional chairman of the organization's "Christmas Salute" fund-raising drive which will get underway Nov. 1. Harold Rinzler of Randforce Amusement Corp., will serve as co-chairman with Brandt.

No Paper Tomorrow

Motion Picture Daily **will not be published tomorrow, Columbus Day, a legal holiday.**

'Movietime' Winning U.S.

(*Continued from page* 1)

scale and with sufficient impetus to sustain it far into the future.

Regional committeemen, COMPO said yesterday, were unanimous in praising the spirit with which the Hollywood personalities undertook the tours and their willingness to attempt to meet the grueling schedules which kept most on the move and before the public for 12 to 15 hours daily, and which will continue to do so throughout the remainder of the week.

Columbus, O., Sees Lasting Impression Made by Stars

COLUMBUS, Oct. 10.—"Hollywood's representatives to Ohio for the 'Movietime, U.S.A.' campaign created a marvelous impression for themselves and the industry as a whole," said Harry Schreiber, co-chairman of the Columbus, O., "Movietime" committee in summing up the results of the campaign there.

The group that arrived in Columbus Sunday included Jeanne Crain, Geraldine Brooks, Keefe Brasselle, George MacCready, and Ernest Pascal, writer.

Governor Frank Lausche of Ohio and Mayor James Rhodes of Columbus greeted the Hollywood personalities at a luncheon at the Columbus Athletic Club, attended by 125 of the city's most prominent citizens. Chet Long, radio commentator, presided as toastmaster and Jeanne Crain made an address on behalf of the Hollywood group.

They made appearances on two TV stations, WBNS and WLW, and three radio stations, WBNS, WHKC and WCOL, and appeared at a rally attended by more than 8,000 persons.

In the evening the Hollywood personalities and Columbus exhibitors were guests at a dinner given by Leo Yassonoff, a leading local exhibitor. From Columbus, the group went on a tour that included Springfield, Dayton, and Cincinnati, with stop-offs at several towns along the route.

Personalities Do Good Job for Iowa Towns

DES MOINES, Oct. 10.—"The tour of Hollywood personalities as part of the Movietime celebration in Iowa brought out hundreds of thousands of persons who never had seen anyone from Hollywood and the results of the campaign were marvelous," said Dale McFarland of Tri-State Theatre Corp., chairman of the tour for this area.

The Hollywood delegation included Macdonald Carey, Benay Venuta, Alex Nicol, Richard Maibaum, producer, and six members of Paramount's Golden Circle—Barbara Rish, Susan Morrow, Nancy Hale, Irene Martin, Judith Ames and Peter Baldwin.

They were greeted at a luncheon here by Governor William S. Beardsley and then divided into three groups for appearances in 85 towns in various parts of the state.

Virginia Tours off To Good Start

RICHMOND, Oct. 10.—Paced by a successful luncheon and dinner here the Movietime campaign in Virginia is proceeding according to schedule, with a delegation from Hollywood consisting of Mr. and Mrs. Randolph Scott, Karl Tunberg, president of the Screen Writers Guild; Myrna Dell, Jane Nigh and Edwin Knopf, producer.

Governor John Stewart Battle attended the opening dinner here. Under the direction of Carlton Duffus, "Movietime" campaign director for the state, the group of personalities is spending the week on a tour of its principal towns.

Charlotte Area Being Thoroughly Covered

CHARLOTTE, Oct. 10.—"If results in other parts of the country have been like those in North and South Carolina, the 'Movietime, U.S.A.' campaign has been a 100 per cent success," said Everett Olsen, chairman of the publicity and personality tour committee for the Charlotte exchange area. The Hollywood delegation includes Penny Edwards, Lori Nelson, Craig Hill and Isabel Dawn, writer. After radio and newspaper interviews and public appearances here they began a tour of key towns throughout the area.

Pennsylvania Delegation Enthusiastically Hailed

PHILADELPHIA Oct. 10.—Typical of reports received from Movietime, U.S.A. chairmen in all parts of the nation is a wire received by Frank L. McNamee, executive Movietime director for the Philadelphia territory from Sam Gilman and Jerry Wollaston, "Movietime" co-chairmen in Harrisburg, Pa.

Reporting on the personal appearance in Harrisburg of Broderick Crawford, Vera-Ellen, Philip Reed, Judith Braun, Roddy McDowall and William Lively, writer, co-chairmen Gilman and Wollaston wired McNamee:

"Visit of Hollywood personalities on behalf of "Movietime, U.S.A." most sensational stunt of this kind ever seen in this city. Visit preceded and accompanied by unprecedented newspaper and radio publicity. All four of radio stations, all newspapers and news services interviewed Hollywood personalities at a special morning function. Luncheon given by Governor John S. Fine of Pennsylvania attended by 200."

Del., South Jersey Troupe Keeping on the Move

Delaware and South Jersey exhibitors agree that a skillful public relations job was done in their territories by the Movietime troupe sent out of Philadelphia, according to advices received at COMPO headquarters yesterday.

The troupe, consisting of Beverly Tyler, Wayne Morris and DeWitt Bodine, a writer, was greeted by thousands of people at stops in a number of Delaware and South Jersey towns, and met Governor Elbert Carvell of Delaware at a luncheon in the state capital, Dover, attended by 50 civic leaders. Thereafter, the troupe visited 12 Delaware towns and went on to Camden and Trenton. A visit to Governor Driscoll of New Jersey is also on the schedule. The troupe will tour towns in Southern New Jersey through Friday, winding up the tour in Atlantic City Friday night.

Northern California Group May Participate in Drive

SAN FRANCISCO, Oct. 10.—L. S. Hamm, president of the California Theatres Association, has called an emergency meeting of the board of directors for tomorrow. It is believed the meeting is for the purpose of setting up a definite program for participation in "Movietime U.S.A."

Tax Position of Canada Favorable

Ottawa, Oct. 10.—Canada's motion picture theatres are not likely to be affected by any new federal tax changes when the Canadian Parliament meets in its new session this month since no new separate federal budget is expected to be brought down by the Canadian government.

It is likely that there will be no federal budget until the spring of 1952.

Illinois Allied Bows To 'Movietime, USA'

CHICAGO, Oct. 10.—Allied of Illinois has dropped its radio program, "Movies for Millions," featuring Sam Lesner, Chicago *Daily News* film critic, and disc jockey Myron Barg. The program, which drew a heavy mail response during its 13 weeks on the air over local station WCFL, was allowed to lapse temporarily because the directors of Allied felt that all promotional efforts should be made through "Movietime U.S.A." at this time. Resumption of the program at the conclusion of the "Movietime" celebration is a definite possibility, it is reported.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring and introducing
GENE KELLY • LESLIE CARON
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN
FLYING LEATHERNECKS
in TECHNICOLOR
in person! LOUIS PRIMA and his Orchestra
"KEELY" SMITH
The Vanderbilt Boys
Extra TONY BENNETT
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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That runaway Streetcar is now in Philly and Pittsburgh and getting the same long lines and lobby holdouts as New York and L.A.!!!



SO BETTER GET YOUR CITY SET RIGHT THIS MINUTE FOR.....

WARNER BROS. PRESENT

"A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

STARRING

VIVIEN LEIGH AND MARLON BRANDO

KIM HUNTER KARL MALDEN

SCREEN PLAY BY TENNESSEE WILLIAMS

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

DIRECTED BY ELIA KAZAN

SILVER ANNIVERSARY OF TALKING PICTURES Warner



WAIT! HERE'S MORE!
Reports just in on all the new openings tell the same standing-room story!!!
(Milwaukee, Frisco, Hartford, Washington D.C.!)

It's 'Movietime U.S.A.'—Now and Every Day!

Concession Items Face Mass. Tax

BOSTON, Oct. 10.—State Tax Commissioner Henry F. Long revealed here that he has a bill before the Massachusetts legislature to levy taxes on candy, ice cream, pop corn and related items sold in theatres and in retail establishments. The New England Confectioners Association branded the tax bill as "a raid on children's piggy banks." Retail stores and theatre owners have stated that it would cut into their business drastically.

H. R. Chapman, chairman of the board of directors of the New England Confectionery Company of Cambridge, one of the largest manufacturers of bar candy in America, stated today that "it would be very politically unpopular to disclose that the present administration at the Massachusetts State House is in such dire straits as to rob children by digging into their home penny banks." Chapman further stated that the entire candy and confectionery industry will fight the bill.

Albany Editorial Cites Public Reaction To 'Movietime' As Proof of Films' Vitality

Albany, Oct. 10.—The Times-Union today ran an editorial captioned "Movietime, U.S.A." in which the Hearst publication frankly discussed what it believed to be the mistakes and problems of the film industry and declared, "This is a proper time for celebration of the theatres' golden anniversary." It was the first press reaction here to the current campaign.

Referring to Monday's 'Movietime' reception at which Ray Milland, Teresa Wright, Leonard Spigelgass and Fred De Cordova spoke, it said: "It was a gala affair and typical of the movies—flashlights, autographs, interviews, snafus and the enthusiastic mob of feminine fans. It was living proof that the movie industry is far from dead, and leads a casual observer to remark there is nothing wrong that common sense and good pictures will not cure. It is the proper time to send to the hinterlands the famous and respected figures of movie land and let them come face to face, in real life, with their customers. To meet these people and talk with them is like meeting your next door neighbor. They are kindly, intelligent people. This is the Hollywood all America should know better. You will see better entertainment in the months and years to come, for Hollywood's back on its toes.

"For some time the masterminds of Hollywood have sat in their ivory towers and directed the kind of pictures they thought the public should have. They have continued to promote stars long past their zenith and have forgotten that the play's the thing. They have failed to discipline those who brought disrepute and disgrace to the industry. They have filled the screens with reissues and so-called double features of low quality. As a result, there has been a public rebellion," the editorial concluded.

'IA' Rallies to U.S. Defense Bond Drive

Rallying to the industry Defense Bond drive, headed by Samuel Pinanski, president of New England Theatres, New York IATSE Local H-63, which represents home office "white collar" workers, yesterday mailed to its 1,800 members letters appealing for the purchase of U. S. Defense Bonds through payroll deductions.

Signed by Russell M. Moss, executive vice-president of No. H-63, the letters stated, "Every American can help assure national economic strength by building financial security for himself and his family. That is why our Government is asking each of us to save regularly a portion of what we earn by buying U. S. Defense Bonds."

Union's Unwanted Film May Get Date

LONDON, Oct. 10.—"Green Grow the Rushes," the cooperatively made film of the Association of Cine and Allied Technicians, studio union, which no circuit thus far has dated, will be viewed by the Board of Trade's selection committee Oct. 15, to determine whether a circuit should be forced to book it.

Under the quota law, an unwanted film may be forced on a circuit if the selection committee holds it should be exhibited. The committee was reconstituted recently to exclude circuit representation. The film cost £95,000 ($266,000), 60 per cent of which was supplied by the government's National Film Finance Corp. A second A. C. T. film, "Night Was Our Friend," was completed recently.

Savini, Rank Close Deal

Contracts have been concluded for Astor Pictures Corporation, headed by R. M. Savini, to rerelease two features produced by the J. Arthur Rank Organization, "Captain Boycott," starring Stewart Granger, and "The Smugglers," in Technicolor, starring Michael Redgrave, it is reported.

Hollywoodites at Forum Here Today

Teresa Wright, screenwriter Leonard Spigelgass and director Fred De Cordova will represent Hollywood on a forum with six high school students from the High School of Performing Arts here in the school auditorium, 120 West 46th Street, today at 2:20 P. M. Representatives of all New York city high school publications will be in audience. The topic of the forum will be "Vocational Possibilities in the Motion Picture Industry."

PARAMOUNT
TRADE SHOWS
Oct. 12 thru Nov. 1, 1951
• • •
BOB HOPE
and
HEDY LAMARR
in
"MY FAVORITE SPY"
with
Francis L. Sullivan
Arnold Moss • John Archer
Produced by PAUL JONES
Directed by NORMAN Z. McLEOD
Story and Adaptation by Edmund Beloin and Lou Breslow
Screenplay by
EDMUND HARTMANN and JACK SHER
Additional Dialogue by Hal Konter

CITY	PLACE OF SCREENING	DATE	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broodway	OCT. 19	8 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Wolton St., NW	OCT. 19	10 P.M.
BOSTON	FENWAY THEATRE	OCT. 16	
BUFFALO	PARAMOUNT THEATRE	OCT. 16	
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305 S. Church St.	OCT. 19	10 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 S. Michigan Ave.	OCT. 19	1:30 P.M.
CINCINNATI	ALBEE THEATRE	OCT. 16	
CLEVELAND	STATE THEATRE	OCT. 16	
DALLAS	MAJESTIC THEATRE	OCT. 17	
DENVER	DENHAM THEATRE	OCT. 17	
DES MOINES	DES MOINES THEATRE	OCT. 15	
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyord Ave.	OCT. 19	2 P.M.
INDIANAPOLIS	CIRCLE THEATRE	OCT. 17	
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	OCT. 19	2:30 P.M.
KANSAS CITY	PARAMOUNT THEATRE, 1114 Main Street	OCT. 18	
LOS ANGELES	PARAMOUNT THEATRE	OCT. 15	
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 So. Second Street	OCT. 19	12:15 P.M.
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 N. 8th Street	OCT. 19	2 P.M.
MINNEAPOLIS	RADIO CITY THEATRE	NOV. 1	
NEW HAVEN	PARAMOUNT THEATRE	OCT. 16	
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 S. Liberty Street	OCT. 19	2:30 P.M.
NEW YORK CITY	ASTOR THEATRE, 1531 Broodway	OCT. 18	
OKLAHOMA CITY	CRITERION THEATRE	OCT. 29	
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Dovenport Street	OCT. 19	1 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	OCT. 19	2 P.M.
PITTSBURGH	STANLEY THEATRE	OCT. 23	
PORTLAND	ORPHEUM THEATRE	OCT. 23	
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive Street	OCT. 19	1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION, 270 East 1st So. Street	OCT. 19	1:30 P.M.
SAN FRANCISCO	PARAMOUNT THEATRE	OCT. 16	
SEATTLE	PARAMOUNT THEATRE	OCT. 12	
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H. Street, NW	OCT. 19	8:30 P.M.



LIKE BIRDS . . . men must fly—soar higher, ever higher—on the wings of their imaginations.

This of itself would be reason enough for motion pictures of increasing insight and originality. But to the constant spur of men's imagination must be added the inspiration of new technics, new equipment and materials.

With this trend toward greater imagination in studio and laboratory has come greater opportunity for the manufacturer to cooperate. The Eastman Kodak Company, for example, as a part of its service to the industry, maintains the Eastman Technical Service for Motion Picture Film. Here, representatives aid the industry in the selection and exposure of film, black-and-white or color . . . help establish higher standards of quality and economy in processing . . . work with exchanges and theatres, helping make sure that each foot of film gets best possible screening.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

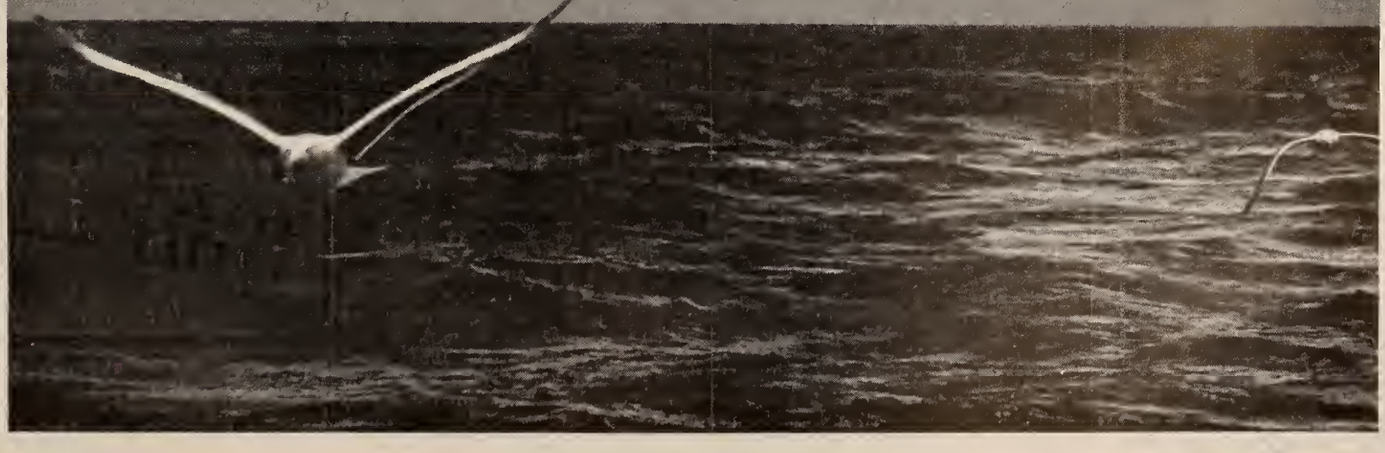
Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California



Motion Picture Daily Feature Reviews

"Two Tickets to Broadway"

(RKO Radio)

THE BACKSTAGE life of a group of showpeople trying to get a break on Broadway is detailed in familiar fashion in this Technicolor musical. What gives it a novel twist is that the show they would like to get across is not the customary Broadway theatrical production but rather a one-night television spectacle. The picture has a splendid array of songs, dances and production numbers. It also boasts good name performers and a satisfactory balance of comedy and drama.

This Howard Hughes presentation features such talent as Tony Martin, Janet Leigh, Gloria DeHaven, Ann Miller, and the old vaudeville team of Joe Smith and Charles Dale. As an added premium, Bob Crosby appears long enough to get across a song and help unravel a dramatic complication.

Miss Leigh appears as a small-town girl who is given a rousing send-off as she heads for Broadway. Presently she meets singer Martin and before long they are in love. Bracken, a well-meaning, fast-talking agent, promises the stars to the kids, plus a trio of showgirls. When his promises fall short, he invents a story about Bob Crosby wanting them for his television show. Thus the little troupe rehearses while Bracken tries desperately but futilely to get Crosby interested. Eventually Miss Leigh learns of the hoax and heads for home. When hope is at its lowest ebb, a series of events happen, culminating in Crosby really wanting the troupe.

What ensues is a frantic effort to get the show together and retrieve Miss Leigh from a homeward bound bus. The show is a big hit and romantic bells ring for Martin and Miss Leigh, and Bracken and Miss DeHaven.

Smith and Dale, as a pair of delicatessen store proprietors, infuse the proceedings with their special brand of delightful humor. Martin's voice is in excellent form, and the same applies to the dancing of Miss Miller and Miss Leigh.

There are songs in bountiful measure. Among them: "Manhattan," "There's No Tomorrow," the prologue from "Pagliacci," "Let's Make Comparisons," "You Are a Beautiful Dream," "The Closer You Are," "Baby, You'll Never Be Sorry," and several others.

James V. Kern directed, from the screenplay by Sid Silvers and Hal Kanter. Running time, 106 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

"Gold Raiders"

(Schwarz Productions—United Artists)

THE TRADITIONAL Western form is invaded by a trio of zany comics in Jack Schwarz Productions' "Gold Raiders." Whoever conceived the idea of turning the Three Stooges loose on the range deserves applause. They play havoc with the formula.

The picture meets the customary requirements of the Western and has the added entertainment of the Three Stooges' slapstick. George O'Brien plays an insurance agent who is bent upon protecting gold shipments from robbery. Since nobody would ever think of entrusting the Stooges with a shipment, O'Brien does just that. Unfortunately, badman Lyle Talbot learns that the Stooges are to convoy the shipment and in no time he raids them.

There is the customary allotment of gunplay and fisticuffs before O'Brien safely retrieves the gold and gives the outlaws their just desserts. Sheilah Ryan provides a slight feminine angle and Fuzzy Knight is a comical sheriff.

Moe Howard, Shemp Howard and Larry Fine are the Stooges. An example of their antics: when surrounded by outlaws who are firing at them furiously, they defend themselves with exploding cigars.

A Jack Schwarz production, it was produced by Bernard Glasser and directed by Edward Bernds.

Running time, 56 minutes. General audience classification. M. HERBSTMAN

"Pandora and the Flying Dutchman"

(Dorkay-Romulus Films—M-G-M)

A STRANGE, eerie tale, based on the legend of the Flying Dutchman, is unfolded in this M-G-M release which headlines James Mason and Ava Gardner against the lush Technicolor background of the Spanish Mediterranean coast. While the credulity of some theatre patrons may be challenged in this adaptation, the film offers the compensation of a hair-raising bull-fighting episode and a tension-packed auto racing scene. Because of the off-screen narration and the centuries-old character portrayed by the usual vitriolic Mason, the film tends to be too stylized and slow in spots, but for an audience which loves to lose itself in a legendary tale, the film should prove satisfying.

Redemption through love and sacrifice is the theme, for the Flying Dutchman has been sentenced to endlessly sail the seven seas for the murder of his innocent wife and his blasphemy against God. His one hope to end this curse is to find a woman who loves him enough to give up her life for him. For that search, James Mason as Hendrick van der Zee, is allowed every seven years to land and live among mortal men for a short time.

Mason's ghost ship takes him to an out-of-the-way Spanish seaport where a colony of foreigners live, among them selfish, beautiful, Pandora (Ava Gardner), and archeologist Harold Warrender (Geoffrey Fielding), who first detects Mason's true identity. Miss Gardner impetuously swims out to the ghost-ship, a graceful schooner, and finds Mason painting a portrait of her—a woman he had never before seen. From there on, both are magnetically attracted to each other through many twists and turns of the plot which ends with Miss Gardner offering her life by drowning to redeem Mason.

Others in the cast include Nigel Patrick, Sheila Sim, Mario Cabre, Marius Goring, John Laurie, Pamela Kellino and Patricia Raine. Albert Lewin and Joseph Kaufman directed, from a story and screenplay by Lewin.

Running time, 123 minutes. General audience classification. Release date, Nov. 30.

MURRAY M. HOROWITZ

"Drums in the Deep South"

(RKO Pictures)

CREDIT the King Brothers with bringing to the screen the vigor, fire, noise and confusion of battle action, as well as the color and panorama of a typical costume drama of Civil War days. Not only have they done these things well, but they have achieved them without a heavily populated cast. Our guess is that this offering will enjoy a good return at the box-office, particularly below the Mason and Dixon Line, since the story's sympathies lie with the Confederates.

The effects seem to have been won through the excellent direction of William Cameron Menzies, a designer, aided by competent camera work, and by the musical score of Dimitri Tiomkin. Maurice King and Frank King produced from a screenplay by Philip Yordan and Sidney Harmon. Color is Supercinecolor, and not too satisfactory.

This story has James Craig, the Southern romantic forever in love with married Barbara Payton, plantation mistress. War, much less her husband, separates them for a time. Craig leads a raiding party to her location. His mission: to seize a nearby mountain, and with four artillery pieces, destroy trains on Sherman's supply line.

Miss Payton, at her plantation, signals him when trains come. The Confederates destroy two trains. Then the Northerners bring a railroad gun. Craig and his men destroy that, too. Basic drama has entered by now because commanding the Northerners is Craig's former buddy and Miss Payton's former friend, Guy Madison. Desperate at his losses, and still not knowing Craig commands the men on the mountain top, Madison orders the mountain mined. When Miss Payton discloses to him the truth, it is almost too late. He allows her to climb to the top to give Craig time to surrender. She is shot; and the ensuing delay is fatal. She and Craig die in the explosion which Madison reluctantly orders.

Good in supporting roles are Barton MacLane, Craig Stevens, Tom Fadden, Robert Osterloh and others.

Running time, 87 minutes. General audience classification. Release date, Oct. 20.



Break Into 2 Theatres

BOSTON, Oct. 10.—Two motion picture theatres in Everett, Mass., were broken into last night. Reporting for his first day's work as manager of the Warner Capitol Theatre, Steven Barbett found holes punched in the safe's top, its door hinges sawed thru and the combination ripped off. It contained no money as Anthony Forte, assistant manager had deposited the day's receipts at a night depository at a nearby bank. Money was taken by smashing vending machines at the nearby Park Theatre.

Schneider Promoted

Sam Schneider has been named editor-in-chief of *Motion Picture Magazine* by Ralph Daigh, Editorial Director of Fawcett Publications. Schneider has been with Fawcett in an editorial capacity for the past eight years, and before then he was a New York newspaper reporter.

He replaces Maxwell Hamilton, who has resigned.

Cleveland's Tower Raises

CLEVELAND, Oct. 10.—The Tower Theatre here (formerly the Telenews) has raised its scale to 75 cents up to one P. M. and $1.00 after that for "Bright Victory." The established scale is 55-60-75-80 cents.

Abolish 'Screen Guide'

To conserve dwindling paper supplies, Hillman Periodicals, Inc. announced that the publication of *Screen Guide Magazine* will be suspended with the Dec., 1951 issue. *Screen Guide,* one of the oldest fan magazines, has been in continuous publication since the 1930's. Hillman will continue publication of *Movieland,* the firm's other fan magazine, and Dorothea Lee McEvoy will continue as its editor. She will concentrate her efforts on *Movieland,* and the paper made available by the suspension of *Screen Guide* will be used to allow *Movieland* to expand.

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WE'LL GIVE YOU F-A-S-T-E-S-T SERVICE
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INDEPENDENT FILM EXCHANGE
equipped to distribute new American and foreign films, in New York metropolitan area, as well as on a national basis.
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Jack Bellman, Realart Film Exchange, 630 9th Avenue, New York City. Telephone Circle 6-1717.

N. Y. Variety

(*Continued from page* 1)

Meinhardt; second assistant chief barker, William F. Rodgers; property master, Edward Lachman; dough guy, Saul Trauner.

The following canvassmen have been nominated:

Harry Brandt, Russell Downing, Jack Ellis, Ed Fabian, Harold J. Klein, Martin Kornbluth, Chick Lewis, Robert Mochrie, Abe Montague, Jerry Pickman, Walter Reade, Jr., Herman Robbins, Bert Sanford, Cy Seymour, George Skouras, Dick Walsh, Max Wolff.

Election Meeting Nov. 15

Nominations may also be made when endorsed with the names of not less than 10 members of the Tent if delivered to the property master at least seven days prior to the annual election meeting, which is to be held on Nov. 15 at the Hotel Astor. The committee appointed to conduct the election is composed of Jerome J. Cohen, Leslie R. Schwartz and Monroe Kaplan and they will have the ballot box open from 12:00 noon to 6:00 P.M.

Leslie R. Schwartz, house committee head, reports that the club quarters are now prepared to accommodate members and their guests for luncheon and dinners, both social and business. The present location is on the Mezzanine Floor of the Hotel Astor.

Drawing on Nov. 29

The New York Tent will hold its "1951 Variety Club Welfare Award" drawing on Nov. 29. On that evening a bazaar will be held in conjunction with the drawing in the Astor where a committee composed of Max Wolff, Ed Lachman, Ira Meinhardt, Morris Sanders, Fred Schwartz and Cy Seymour will put on a "clam bake."

US TV Suit

(*Continued from page* 1)

atres over broadcasters as long as there was no organized agreement, it was pointed out.

The D. of J.'s anti-trust division has reported it is studying the whole question of exclusive theatre telecasts. This could be the subject of later action but it is not directly involved in yesterday's suit.

Chesnes, Hammer

(*Continued from page* 1)

system. He served as a manufacturing engineer for three and one-half years with Westinghouse Electric Corp. at East Pittsburgh, Pa.

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS of
"TWO TICKETS TO BROADWAY"
(Technicolor)

CHICAGO
Avalon Theatre,
Thursday, Oct. 18, 9:00 P.M.
DALLAS (Revised Date)
Palace Theatre,
Monday, Oct. 29, 6:00 P.M.
PORTLAND
Paramount Theatre,
Friday, Oct. 19, 8:30 P.M.
BUFFALO
20th Century Theatre,
Friday, Oct. 19, 8:30 P.M.

Public Wants Musicals, Comedies, Adventure, Report Pine and Thomas

Salt Lake City, Oct. 10.—"It is important that the American public not get down on Hollywood. It is vital that all branches of the industry cooperate to see that this does not happen."

This was the message given to a group of Utah, Idaho and Montana exhibitors and distributors in Salt Lake yesterday by producers William Pine and William Thomas who stopped in the city for one day on their tour of the nation.

At a luncheon at the Variety Club, the producers told of the "listening tour" which they are taking to find out what exhibitors believe the public wants. Pine and Thomas said that musicals, comedies and adventure are the top desires in the way of film fare. They said they do not see how anyone can tell moviegoing tastes by flying from New York to Hollywood with a stop in Chicago. They believe the people must be sounded out on their film tastes.

The discussion ranged over advertising, publicity, film costs and forthcoming product. Pine and Thomas were accompanied by Bob Quinn, Salt Lake field representative for Paramount, who has been transferred to the studio.

Eisemann Charges Denied by Skiatron

The $250,000 damage action filed in New York Supreme Court by Eisemann Industrial Corp. against Skiatron Electric and Television Corp. and Scophony Corp., of America "is absolutely without foundation and the defendants have already moved to dismiss the complaint," Skiatron declared in a statement issued here yesterday. The suit alleges infringement of patent rights of Adolph H. Rosenthal, described in the complaint as an inventor of some of Skiatron's patents.

Skiatron asserted yesterday that "this action by Eisemann does not in any way involve the patents of this company . . . Also there is no action or claim of any kind by Rosenthal against this company relating to the patents. Any statement by Eisenman to the effect that the patents of this company are involved are completely untrue."

TESMA-TEDA

(*Continued from page* 1)

night were that the organizations would experience one of the most successful conventions to date.

TESMA's board of directors was in session tonight, with the outcome of the election of officers scheduled for announcement tomorrow. TEDA, which conducts its elections in caucus, is expected to announce its new officers tomorrow afternoon, following an all-industry luncheon.

'U' Will Meet

(*Continued from page* 1)

sales manager is presiding at the meetings with procedures being outlined by F. T. Murray, head of branch operations, C. J. Malafronte, assistant to Murray, and Irving Weiner, in charge of home office reserve prints. The fourth and final meeting is scheduled for the Ambassador Hotel in Los Angeles on Oct. 19 and 20.

Variety May Hike Dues

ALBANY, N. Y., Oct. 10.—A proposal raising the annual dues from $20 to $35 will be discussed by the Albany Variety Club crew at a meeting on Friday. Chief Barker Leo Rosen said the annual "Denial Day" drive to collect money for the club's summer boys' camp, and other matters will be considered. A general meeting to take action on these questions is scheduled Monday night.

Alliance, Canada, Gets Broder Films

Budd Rogers, vice-president in charge of sales for Jack Broder Productions, has closed a deal with Ray Lewis in behalf of Alliance Films Corp., Toronto, for distribution of the four new Jack Broder pictures throughout Canada. The four are:

"Two-Dollar Bettor," with John Litel, Marie Windsor and Steve Brodie; "The Basketball Fix," with John Ireland, Vanessa Brown and Marshall Thompson; "Bride of the Gorilla," with Barbara Payton, Raymond Burr and Lon Chaney; "The Bushwhackers," with John Ireland, Wayne Morris, Lawrence Tierney, Lon Chaney and Dorothy Malone.

NLRB Ruling

(*Continued from page* 1)

ica, with a view to setting a date for a Columbia employes' election.

Russell M. Moss, executive vice-president of the "IA" local, said yesterday that District No. 65, which inherited members of the former Screen Office and Professional Employes Guild at Columbia, has indicated to the NLRB a desire to withdraw from the ballot. However, he explained, the Board informed No. 65 that an election is inevitable even if the withdrawal is decided upon, and "65" must indicate at today's hearing its final decision with respect to withdrawal.

Moss claimed his union has made further inroads into former SOPEG territory with the enrollment recently by H-63 of all "white collar" workers at the Monogram exchange here. NLRB, he said, will call an election there shortly too.

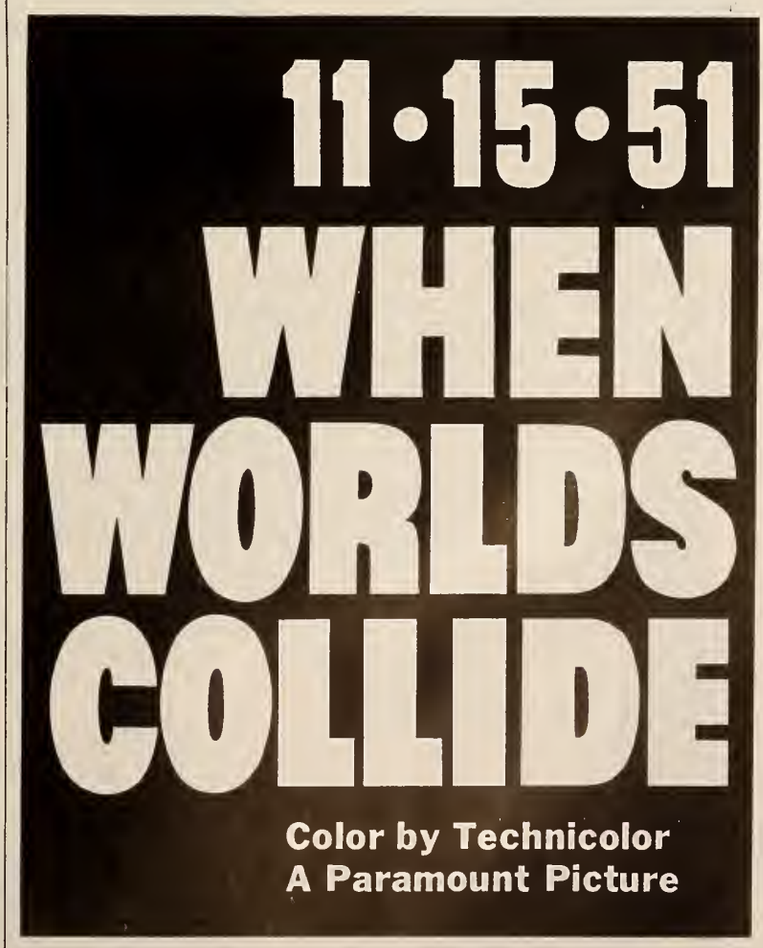
Nitrate Film

(*Continued from page* 1)

signs of deterioration." The Bureau outlined guides for recognizing and disposing of decomposed film.

Coyne on Air for Drive

Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, was interviewed by Walter Kiernan on the industry's "Movietime U. S. A." campaign on the "Family Hour" radio program yesterday afternoon over station WJZ here. The program was carried on the entire ABC network.



The Lady Played Games with a Gambler...

and LOST...

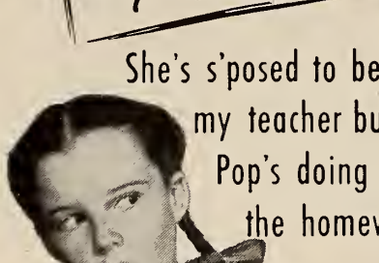
and LOST...

and LOST...



I.O.U.
7 weeks of my life—Evie

She's s'posed to be my teacher but Pop's doing all the homework!





She didn't have the money... but she had the cutest collateral in town!

UNIVERSAL-INTERNATIONAL presents

Linda DARNELL
Stephen McNALLY
Gigi PERREAU

"The Lady Pays Off"





with Virginia FIELD

Story and Screenplay by FRANK GILL JR. and ALBERT J. COHEN · Directed by DOUGLAS SIRK · Produced by ALBERT J. COHEN

Universal International

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Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 70. NO. 73 NEW YORK, U.S.A., MONDAY, OCTOBER 15, 1951 TEN CENTS

$85-Millions Approved for Overseas Use

Expect Film Industry Will Get $11,803,000

WASHINGTON, Oct. 14.—House Senate tax conferees have agreed to give $85,000,000 to the Senate Department's overseas information program for the current 12 months, through next June 30.

The Administration had asked for $115,000,000. Of the original $115,000,000, the film division was to have received slightly over $13,000,000. There was no indication of how much of the $85,000,000 would be allotted to the film program, but it certainly is expected to be very close to the $11,803,000 it had in the 1950-51 fiscal year.

The conferees stipulated that no part of the total appropriations is to be used to buy radio sets for free distribution overseas.

Reports Still Hail 'Movietime' Tours As Huge Success

Congratulatory reports on the success of the "Movietime U.S.A." campaign continue to pour into the offices of the Council of Motion Picture Organizations here.

Comments such as "the 'Movietime' tour in New England at all times had the excitement of a Hollywood premiere," made by Martin J. Mullen, of the New England Theatres, and co-chairman of the area's drive, are typical. Added Mullen: "We are proud of these Hollywood personalities and,

(*Continued on page 2*)

Rosenfield, 20th's Ad Head, Resigns

The resignation of Jonas Rosenfield, Jr., as advertising manager of 20th Century-Fox here, effective Nov. 2, was announced at the weekend. Rosenfield said he will take a brief vacation before announcing his future plans.

Rosenfield, with 20th since 1941 except for service in the Navy during World War II, was appointed adver-

(*Continued on page 4*)

FERSTENBERG, GILMAN AND KESSLER QP AWARD-WINNERS

For the first time in the balloting for the *Motion Picture Herald's* "Managers Round Table" Quigley Showmanship Awards, there are three first place winners for the third quarter:

Sam Ferstenberg, of the RKO Castle Hill Theatre, in the Bronx, New York; Sam Gilman, of Loew's Regent Theatre, Harrisburg, and Walter Kessler, manager of Loew's Ohio Theatre, Columbus.

The overseas winner is Geoffrey Bargate, manager of the Metro Theatre in Johannesburg, South Africa, who won for his campaign on "The Great Caruso."

The domestic "Scroll of Honor" winners follow, in alphabetical order: Buddy Brown, Miller Theatre, Wichita; Rocque Casamassine, Regent Theatre, New York; Danny Cohen, Boro Park Theatre, Brooklyn, N. Y.; Louis Grossman, Alden Theatre, Jamaica, N. Y.; Edward Meck, Hillstreet Theatre, Los Angeles; Pearce Parkhurst, Drive-In Theatre, Lansing; Allen W. Perkins, Roxy Theatre, Midland, Canada.

The jury in the third quarter for the Quigley Awards, were: Eddie Dowden, assistant advertising manager for Loew's Theatres, in New

(*Continued on page 4*)

'Almanac' Sees '51 Gross Of $1,284,400,000

A gross of $1,284,400,000 for theatres in the U. S., including drive-ins, is predicted for 1951 by the *International Motion Picture Almanac*, 1951-52 edition, published this week. The total is some $49,000,000 higher than the previous year. The *Almanac* also reports that some 550 theatres have been built in the United States since 1948, bringing the total of permanent theatres (those open more than three days a week and more than three months a year) to 16,880. The world total is 99,617.

There were some 3,000 drive-ins in the United States and Canada, with an average capacity of 500 cars operating as of June of this year.

Production costs continue to rise, despite recent emphasis on economy. The inflationary spiral will result in a record production investment of $500,000,000 in 1951, the *Almanac* estimates.

Wages and salaries in the industry

(*Continued on page 4*)

4 Percentage Suits Settled in Ohio

CLEVELAND, Oct. 14.—Four percentage actions filed by distributors against Frank Gross and various theatre operating corporations were settled out of court here.

Settlement was made upon filing of a stipulation that the defendants have "accounted to the plaintiff" and have "paid in full to the plaintiff the amount found to be due on account of

(*Continued on page 4*)

Canadian Industry Will Stage Its Own 'Movietime' Next April

Montreal, Oct. 14.—A dominion-wide promotional campaign similar to the "Movietime U. S. A." effort will be launched by the Canadian industry in April, 1952, sponsored basically by the Motion Picture Industry Council of Canada. The promotion committee is headed by J. Arthur Hirsch, president of Consolidated Theatres.

Proposed plans for the project include: 1. Placing a series of newspaper ads; 2. A cross-country tour of a mobile exhibit depicting the history of motion pictures; 3. A nationwide poll with the public voting for the best pictures and stars of 1951; 4. Climax of the campaign will be a nationally-broadcast dinner with the winning producer and stars in attendance to receive their Canadian awards.

BlumbergSeen Co-Principal In Decca Deal

Reported Seeking Joint Controlling 'U' Interest

Nate J. Blumberg, Universal president, is regarded in usually well-informed industry quarters as a co-principal with Milton Rackmil, Decca Records president, in current negotiations for purchase of large blocks of Universal stock and warrants.

According to this version, Blumberg is not selling his 32,100 warrants and 15,000 shares of Universal common held by members of his family, but instead is committing them to a joint pool with Rackmil's acquisitions. The latter include stock bought in the open market and approximately 150,000 shares from Leo Spitz and William Goetz.

Blumberg reportedly will undertake to acquire additional large blocks of

(*Continued on page 4*)

Rank's Circuit Out Of Britain's CEA In Tax Policy Feud

LONDON, Oct. 14.—Climaxing the long-smouldering feud between J. Arthur Rank's Circuit Management Association and W. R. Fuller, general secretary of the Cinematograph Exhibitors Association, all of Rank's 555 theatres have withdrawn from membership in the CEA.

The feud originated in the feeling among Rank's theatre officials that Fuller had favored independent exhi-

(*Continued on page 4*)

Daff to London For CEA Meet

Alfred E. Daff, director of world sales for Universal Pictures, who left here at the weekend for London, will be the guest speaker at the three-day meeting of the Cinematograph Exhibitors Association at Harrogate, which opens tomorrow.

While in London, he will confer with executives of the J. Arthur Rank Organization, including John

(*Continued on page 4*)

Personal Mention

HAL WALLIS will arrive here today from Hollywood.

•

COLONEL EDWARD FORD STEVENSON, founder of Visugraphic Pictures, one of New York's first motion picture firms, has enrolled as a freshman in the University of Connecticut.

•

ROY DISNEY, accompanied by his wife, left here at the weekend on the *S.S. Liberte* for Europe.

•

WILLIAM SATORI of Monogram International will return here from Pittsburgh today.

•

WILLIAM MEIKLEJOHN of Paramount Studios left here for the Coast at the weekend.

•

BARNETT SHAPIRO, resident attorney for Monogram-Allied Artists, has returned to the Coast from New York.

•

EMERSON YORKE, producer, and his wife have left here for Hollywood.

No Contest in Col. Publicists Voting

Whereas the Paramount home office publicists voted recently to be represented by the IATSE, and RKO Pictures publicists have for two years been represented by another AFL union, Local No. 230 of the Sign Painters, Pictorial and Display Artists, the workers in the same category at Columbia's home office are virtually certain to remain in the fold of District No. 65 of the Distributive, Processing and Office Workers of America.

This became apparent at the weekend when the National Labor Relations Board office here set Oct. 22 for a collective bargaining agent election at Columbia. Of the three rival unions, only DPOWA called for a place on the Columbia publicists ballot.

IATSE, DPOWA on Ballot for Columbia 'Collarite' Vote Oct. 22

National Labor Relations Board hearing officer Jacob Lazarus at the weekend set Oct. 22 for an election at which the 350 Columbia and Columbia International home office "white collar" workers will choose a collective bargaining agent. Competing on the ballot will be IATSE Motion Picture Home Office Employee Local No. H-63 and District No. 65 of the Distributive, Processing and Office Workers of America.

550 RKO 'Collarites' Must Vote In 30 Days for Bargaining Agent

WASHINGTON, Oct. 14.—The National Labor Relations Board has ordered an election set within 30 days to determine the union or unions to represent in collective bargaining the 550 clerks, stenographers and messengers at the New York offices of RKO Pictures and RKO Service Corp.

Next Toss Will Find Dot Lamour Ready

Nashua, N. H., Oct. 14.—When Dorothy Lamour arrived here on the New England "Movietime" personality tour the welcoming committee presented her with a catcher's mask and mitt.

At Brockton, Mass., she and Alfred Hitchcock had been targets for thrown limes after their group arrived late and a "no autographs" rule was imposed.

Finds Upped Prices Hurting 'Movietime'

Reports of criticism by patrons and newspaper editors of increased admission prices imposed in consequence of distributors' sales terms for special releases were forwarded by E. C. Grainger, general manager of the Shea Circuit, to Arthur L. Mayer, executive director of COMPO.

In a letter sent last week Grainger stated that the criticisms had been called to his attention during a recently completed tour of Shea theatres in New York, Ohio and Pennsylvania. He explained that he was relaying them to COMPO because newspaper editors and critics had pointed out that increased admissions at theatres were creating public resentment at a time when the industry, through costly institutional advertising and other "Movietime, U. S. A." activities, is endeavoring to create goodwill.

'Movietime' Tours

(*Continued from page* 1)

on behalf of exhibitors I want to say that we are truly grateful for the way in which they warmed up to the job and so effectively presented the story that we want put across to the people."

In Portland, Oregon, the Hollywood contingent completed a whirlwind tour of the state by attending the Washington-Oregon football game Saturday. They were introduced to about 50,000 spectators assembled in the Portland Stadium.

'Success From Every Angle'

In Omaha Ralph Blank, of the Admiral Theatre, and chairman of the Nebraska "Movietime" publicity committee, commented that "the tour of Hollywood personalities was a terrific success from every angle." "The visitors from Hollywood created statewide goodwill by visiting communities that never had seen a movie star and the enthusiasm of record-breaking crowds all along the route was reflected by the pages and pages which newspapers devoted to the event."

Similar reports of Hollywood cooperation came from Cleveland where the chairman of the "Movietime" committee, Ted Barker, of Loew's State Theatre, Cleveland, spoke in praise of Jeanne Crain, Keefe Brasselle and writer Ernest Pascal who, he said, maintained a breath-taking schedule to visit as many cities and towns as possible.

Hoff Is Elected to Succeed Neu as TESMA President

HOLLYWOOD, Oct. 14. — Theatre Equipment Supply Manufacturers vice president J. R. Hoff was elected president succeeding Oscar F. Neu; board member L. E. Jones was elected vice president; Roy Boomer was retained as secretary-treasurer at the joint TESMA-TEDA convention at the Ambassador Hotel here.

Re-elected to the Theatre Equipment are: C. S. Ashcraft, L. W. Davee, H. B. Engel, W. A. Gedris, W. D. Matthews, V. J. Nolan, H. H. Strong, J. F. O'Brien, E. Wagner; and W. Devry, B. Adler and W. Stover were newly elected to board.

Re-elected to Theatre Equipment Dealers Association board of directors are: Tom Shearer, W. E. Carrell, Nash Weil; new members elected to the board are, Harold Abbott, M. E. Frosch, George Hornstein and Ernest Herber; continuing on the board are, F. A. Van Husan, Phil Guss, J. Eldon Peek, Joe Cifre and H. H. McLaren. TEDA delegates passed a resolution expressing their desire to support "Movietime USA" 100 per cent and to cooperate in every way in their respective territories.

Hold Services for Kennedy in Boston

BOSTON, Oct. 14.—Funeral services for John Joseph (Jack) Kennedy, 52, RKO Radio Far Eastern division manager stationed at the home office who died last Thursday, will be held tomorrow at the Gate of Heaven Roman Catholic Church here.

Kennedy, who joined the old Film Booking Office (RKO predecessor) in 1926 as a booker in Cleveland, was one of the oldest members of the company in time of service. In 1929 he went to London as foreign representative of Pathe, and when that firm was joined with RKO, in 1931, he became production manager and supervisor of British films for RKO in London. Later he filled export management posts for the company in New York and Venezuela.

RCA to Show Theatre TV Color Tomorrow

The press has been invited to attend the first New York experimental showing of RCA compatible all-electronic large-screen theatre color television, which will be held tomorrow morning at the Colonial Theatre here. Two afternoon showings will be conducted also.

'IA' Local 52 Elects Doran Business Head

Danny Doran has been elected business manager of IATSE Studio Mechanics Local No. 52 here, succeeding Edward Muller.

The membership reelected William J. Gerrity president, and James Delaney secretary-treasurer.

Tax Bill May Be At White House by Wed.

Washington, Oct. 14.—The 1951 tax bill may be at the White House by mid-week. The House is scheduled to take the bill up Tuesday, and the Senate is slated to pass it either late Tuesday or Wednesday.

The conferees reached final agreement late Thursday, making no last-minute changes in the admissions or photographic excise provisions. These would go into effect Nov. 1 if the president signs the bill by Oct. 21; otherwise, they'd go into effect Dec. 1.

American Legion Hits Theatre TV

ALBANY, N. Y., Oct. 14.—The Albany County American, in a resolution aimed at "piping" top boxing bouts exclusively into theatres, declared "many of our disabled comrades occupying beds in Veterans Administration or military hospitals are being deprived of the pleasure they received from hearing or viewing major sporting events by reason of the fact private interests have purchased exclusive radio or telecast rights."

The resolution, unanimously approved, "deplores this condition which would prevent blacking out such events to all government facilities where veterans or present members of our Armed Forces are hospitalized."

Decision Reserved On Sutphen Appeal

WASHINGTON, Oct. 14.—After spirited questioning, the U. S. Supreme Court has taken under advisement the appeal of Sutphen Estates, Inc. from a New York Statutory Court decision denying it the right to intervene in the Warner consent decree.

$5,200 for 'The Well'

"The Well," United Artists release, racked up the biggest opening-day business of the year at the Brooklyn Paramount Theatre yesterday, topped only by the debut of Dean Martin and Jerry Lewis in "That's My Boy," it was announced by Eugene Pleshette, managing director of the theatre, and Wiliam J. Heineman, UA sales vice-president in charge of distribution. The first day's gross is understood to have hit $5,200.

Thomas Guinan, 57

Thomas Guinan, RKO Radio home office representative, who had been covering Southern branches since last spring, died suddenly in Dallas on Monday, at the age of 57, the company reported here. He was a widely known veteran of the industry and had been associated with several companies in various capacities. Surviving is the widow, Mrs. Mable Guinan.

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Dane CLARK • Margaret LOCKWOOD

G. I. JANE
starring Jean PORTER • Tom NEAL

SAVAGE DRUMS
starring SABU

YES SIR, MR. BONES
The Showboat Minstrels

SKY HIGH
starring Sid MELTON • Mara LYNN

LEAVE IT to the MARINES
starring Sid MELTON • Mara LYNN

VARIETIES on PARADE
starring Jackie COOGAN

AS YOU WERE
starring
Jae SAWYER • William TRACY

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NEWS in Brief . . .

Actress Teresa Wright, director Fred de Cordova and writer Leonard Spigelgass, members of the Hollywood contingent now touring the country in behalf of "Movietime U. S. A." appeared at a forum on "The Commercial Opportunities of the Motion Picture Industry," at the weekend in the High School of Performing Arts, attended by over 550 students, many editors of city high school papers, in addition to reporters representing newspapers and magazines.

•

DETROIT, Oct. 14.—The first international television broadcast to be seen by American televiewers, covering the visit of Princess Elizabeth and her husband, Philip, Duke of Edinburgh, to Windsor, Ontario, will be presented by the ABC television network today from 10:45 to 11:15 A.M., EST.

•

HOLLYWOOD, Oct. 14.—Howard Ross has been promoted from booking manager in the Kansas City branch of Monogram-Allied Artists to booking manager in the Denver exchange, effective Oct. 29, Harold Wirthwein, Western sales manager for the company announced. Ross takes the place of the late Howard DeWeese, and Ross's place has been taken by Marguerite Levy, Paramount booker here for 23 years.

Name QP Awards

(*Continued from page* 1)

York; Raymond Bell, public relations executive for Columbia Pictures in New York, and Paul Ackerman, director of advertising, publicity and sales promotion for Paramount International.

Indicating the general improvement in showmanship efforts since the "Movietime U.S.A." theme was launched, the judges reported that the overall quality of the scores of campaigns submitted was high instead of the peak-and-valley quality previously noted in judging other campaigns for QP Awards.

'Almanac' Predicts

(*Continued from page* 1)

have more than doubled in the last two decades.

The *Almanac* is published annually by Quigley Publications in New York. The 23rd edition, some 80 pages larger than last year's book, is the most comprehensive and complete *Almanac* in its history. It contains 928 pages of facts and figures on every aspect of motion picture production, exhibition and distribution in this country and overseas. The television section, added last year, has been expanded to keep pace with the growth of that allied industry.

"The 23rd edition of the *Almanac* appears as the motion picture industry continues to adjust itself economically, structurally and competitively to changed and changing conditions," Martin Quigley writes in a foreword to the new edition. "Never was there a time when the demand for authoritative information and statistics was greater, more urgent. The world of entertainment is being re-shaped and so, too, the fabric of the institution of the motion picture."

Newest Drive-in Is A 'Trot-in'

Ottawa, Oct. 14.—A "Trot-in" theatre is the latest. A newly-built drive-in theatre in Port Bolster, Ont., is being patronized by farmers who drive in with their horse and buggy, attendants hooking the speaker to the dashboard.

Blumberg

(*Continued from page* 1)

stock under the joint arrangement with Rackmil, the objective being the ultimate acquisition of a controlling interest in Universal, in addition to investment and expansion opportunities for Decca. It is also reported that an important aim of the acquisitions is to afford an opportunity to holders of large blocks of stock who have wanted to assume management functions without sharing management's responsibilities, to dispose of their holdings.

The Blumberg-Rackmil combination reportedly is prepared to acquire between ⅕ and ⅓ of the approximately 1,300,000 shares of Universal common outstanding.

Blumberg could not be reached at the weekend for comment on the reports. He was said to be convalescing at home from a virus infection.

4 Percentage Suits

(*Continued from page* 1)

the matter set forth in the complaint." The suits had been filed by Warner, 20th Century-Fox, Loew's and Paramount.

The theatres involved are the Stillwell and Bedford in Bedford, O., the Broadvue and Grand in Cleveland, and the Maple Heights in Maple Heights, O.

Jones, Day, Cockley and Reavis of Cleveland represented the distributors with Sargoy and Stein, New York, of counsel.

Rank out of CEA

(*Continued from page* 1)

bitors at the expense of circuits in his efforts to obtain entertainment tax relief. Although CEA will miss the Rank theatres' dues payments, independents have promised Fuller their complete support. The powerful ABC circuit is remaining on the sidelines in the dispute.

Mediators are endeavoring already to heal the breach in CEA's ranks. If this fails, observers feel that independents will extend the feud against Rank's General Film Distributors.

Daff to London

(*Continued from page* 1)

Davis, vice-chairman of the company. Daff is also scheduled to conduct the General Film Distributors convention in London with Kenneth Hargreaves, MGFD managing director. He is slated to return here Oct. 26.

20th's Ad Head

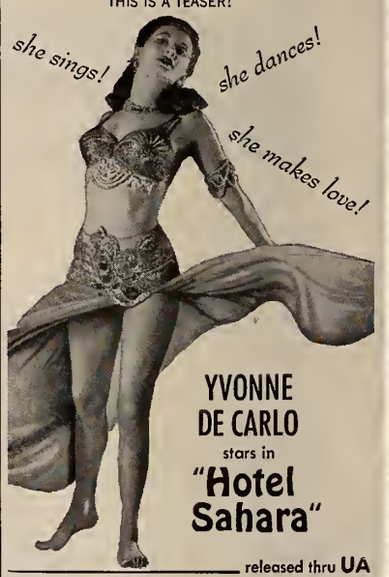
(*Continued from page* 1)

tising manager in 1948. Before joining 20th-Fox, Rosenfield was associated with Warner Brothers, Walt Disney Productions and Donahue and Co.

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS
NOTICE:

Exhibitors' trade showings of "JUNGLE OF CHANG," advertised for October 17, and showings of "CRACK DOWN" (Tentative Title), advertised for October 22 and 23, will not be held. Dates of showings will be announced.

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MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 70. NO. 74 NEW YORK, U. S. A., TUESDAY, OCTOBER 16, 1951 TEN CENTS

U. S. Pressing RKO Theatres Board Changes

Election of 2 Fails to Side-Track Court Case

Despite the election of William J. Wardall and Leland Hayward to the board of directors of RKO Theatres Corp. to fill two vacancies, the government on Thursday will pursue its move in Federal Statutory court here to have J. P. Dreibelbis removed as a director.

This was made known yesterday by a Department of Justice spokesman, who said that Thursday's hearing will be held as scheduled, unless the Department receives word of Dreibelbis' resignation beforehand. He, along with Maurice H. Bent and James T. Brown, who have resigned as directors, were named as Howard Hughes' representatives by the government. Their removal was sought in line with the RKO divorcement depriving Hughes of control of the theatre company.

Meanwhile, a spokesman for Wall Street financial adviser David J. Greene, who has been leading a stockholders fight against alleged Hughes'

(*Continued on page 2*)

Newcomb Is RKO Circuit Comptroller

O. R. McMahon has resigned as comptroller of RKO Theatres Corp. and is replaced by H. E. Newcomb, it was disclosed here yesterday by Sol A. Schwartz, president of the company.

McMahon started in the theatre business 32 years ago with the Orpheum Circuit which became part of RKO Theatres in 1928. He has held various executive positions with RKO and will continue in an advisory capacity until the end of the year when he will retire. Newcomb has been with RKO Theatres for 22 years

(*Continued on page 2*)

Air Mail Edition Out Tomorrow

The Air Mail Edition of *Motion Picture Daily* will be published tomorrow (instead of today), at which time an announcement of expanded service will be made.

Print Shortage Now 'Worse Than Ever,' Allied Charges

Allied States Association regards the print shortage as "worse than ever" and will decline to accept at its forthcoming annual convention the explanations for the shortage which thus far have been given by distributors, Wilbur Snaper, convention chairman, declared here yesterday.

One of the principal arguments to come from distributors as an explanation of the shortage is that the moving up of clearances has created it to a great extent. "They will have to show us that this is a fact," Snaper said.

On the other hand, distributors have pointed out that they have increased the number of prints to the limit of their economic ability. Allied's reply to this, Snaper said, is that the shortage never has been as critical as it is today.

This subject, together with an ever growing number of complaints against alleged availability failures will absorb the greater part of the "film clinics" which will be held in conjunction with the convention which opens on Oct. 30 at the Hotel Biltmore here and continues through Nov. 1, the convention chairman said. Even more than the previously esti-

(*Continued on page 3*)

'American' at Hall Tops Healthy Takes At N. Y. First-runs

The triple combination of strong product, the Columbus Day weekend, and the current "Movietime U. S. A." campaign is boosting business at first-run theatres in New York where "An American in Paris" at Radio City Music Hall is heading for an all-time record for this time of the year.

The Music Hall attraction, plus a stage show, is expected to hit $160,000 for a smashing second week, topping the first week by about $7,000. While Music Hall record breakers

(*Continued on page 3*)

Cheyfitz Resigns, Mills to Succeed

WASHINGTON, Oct. 15.—Edward T. Cheyfitz will resign his post as assistant to the president of the Motion Picture Association of America, effective Nov. 1.

Taylor Mills, now in the MPAA's New York office, will take over Cheyfitz's duties in connection with television and theatre television.

Cheyfitz, who has been studying law at night for some time, is resigning to devote full time to his law

(*Continued on page 2*)

Coast Meet Hears Of Theatre Uptrend

HOLLYWOOD, Oct. 15.—A glowing report on the upward theatre trend was given to delegates to the joint convention of the Theatre Equipment Supply Manufacturers Association and the Theatre Equipment Dealers Association, just concluded at the Ambassador Hotel here, by Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners.

The TESMA-TEDA delegates heard both good news and bad at their meetings, but wound up stead-

(*Continued on page 3*)

'U' Says It Will Ease Print Problems

A coordinated plan to help relieve the print problem has been formulated by Universal as part of the series of four regional bookers' meetings which will be concluded in Los Angeles this coming weekend, according to Charles J. Feldman, domestic sales manager. More prints and more efficient circulation of prints is "U's" answer to the problem.

The plan has been developed in relation to local conditions following

(*Continued on page 2*)

500 At Opening of SMPTE Convention

HOLLYWOOD, Oct. 15.—Theatre television was the top topic of the first day of the Society of Motion Picture and Television Engineers' 70th semi-annual convention, at the Hollywood Roosevelt Hotel, with nine papers on the subject read at the afternoon session. More than 500 were on hand for the week-long meeting when President Peter Mole opened the convention at a get-together luncheon in the Blossom Room.

President Mole announced the new officers, to serve two year terms be-

(*Continued on page 2*)

Cites Tours as Greatest 'P.R.' Film Effort

O'Donnell Sees Record Goodwill from Drive

"The greatest public relations achievement in the history of our industry" was accomplished through the visits of Hollywood personalities to nearly every section of the country in connection with the "Movietime U. S. A." campaign efforts last week, it was declared in a statement issued here by Robert J. O'Donnell, national director of the campaign.



R. J. O'Donnell

"Nothing the motion picture business has ever done," O'Donnell said, "has won such goodwill for our industry as these personalities accomplished in one week by their appearance among

(*Continued on page 2*)

National Leaders Fly to Memphis Meet

MEMPHIS, Oct. 15.—Three national leaders in the motion picture industry were flying here tonight for the formal opening tomorrow of the first joint Tri-State (TOA affiliate) and Mid-South Allied convention at which "Movietime, Mid-South" will be

(*Continued on page 3*)

N. Y. Exhibitors to Coast in Few Days

The contingent of four or five New York exhibitors, headed by Fred J. Schwartz, which has planned a visit to Hollywood studios to make arrangements for the $400,000 industry exposition scheduled for the Grand Central Palace here in the spring, will leave for the Coast late this week or early next, it was indicated yesterday.

The group is expected to set a definite departure date today or tomorow.

Personal Mention

HARRY FELLERMAN, sales head of the U-I special films division, will leave here today on a tour of exchanges in the Midwest and South.

•

GEORGE HURRELL, president of Hurrell Productions, a subsidiary of Walt Disney Productions, and HAL ADELQUIST, Disney studio editor, arrived in New York yesterday from Hollywood.

•

DOUGLAS FAIRBANKS, JR., has arrived in New York from Richmond, Va. where he spoke at the opening of the United Defense Fund Drive, of which he is national chairman.

•

LIGE BRIEN, United Artists special events director, will leave here tonight for Cincinnati.

SMPTE Convention

(*Continued from page* 1)

ginning Jan. 1: Frank E. Cahill, Jr., financial vice-president; Barton Kreutzer, treasurer; Fred T. Bowditch, re-elected, engineering vice-president. New members appointed to the board were Axel G. Jensen, Joseph E. Aiken, George Wm. Coburn, Ellis W. D'Arcy, John K. Hilliard, and Fred G. Albin.

Sarnoff Gold Medal to Schade At SMPTE Coast Convention

HOLLYWOOD, Oct. 15. — Otto H. Schade, nationally known radio and television engineer of the RCA tube department, today was named the first recipient of the David Sarnoff "Gold Medal Award" of the Society of Motion Picture and Television Engineers. The award was established earlier this year by RCA and named in honor of the chairman of the RCA board.

COMPO Urges Use Of Quigley Address

The Council of Motion Picture Organizations is circulating a pamphlet, titled "The Catholic Hour," containing the text of a speech by Martin Quigley on "Christianity in Motion Pictures Today," which was given recently over the NBC network on a program produced by the National Council of Catholic Men in cooperation with NBC.

Urging field participants in COMPO's "Movietime U. S. A." program to use the text in "any way that good taste and local conditions make possible," COMPO calls the address "one of the most valuable pieces of constructive public relations we have seen in a long time."

Lasky Hails Texas 'Movietime' Tour As 'Great Stimulant' for State's Theatres

Dallas, Oct. 15.—The "Movietime, Texas" Hollywood personality tour was described by Jesse Lasky as a complete success and "a great stimulant for the theatres of Texas" as well as of new interest in the motion picture screen.

The Texas tour was made by John Wayne, Keenan Wynn, Jeff Chandler and Mrs. Chandler, Agnes Christine Johnson and six members of Paramount's Golden Circle players, and Lasky. The tour covered 1,600 miles and 27 towns and cities, including four colleges. An estimated 750,000 persons attended the meetings scheduled for the group. Some municipal officials said the Hollywood personalities appeared before the largest crowds ever assembled in their cities. Each member of the group made 27 talks.

Lasky said the success of the tour was made possible "by the enthusiastic cooperation and thorough preparation for our appearances by local groups of exhibitors" in the centers visited.

Cites Tours

(*Continued from page* 1)

the public, by their splendid behavior and by their sincere and earnest speeches. It was a stupendous achievement.

"True, we did not deliver all of the personalities we had hoped to get for these tours. And it is true also that we were unable to provide personalities for all 48 States, as we had originally planned. But in practically all of the areas that we did cover the area chairmen have expressed unbounded enthusiasm for the results accomplished.

"Despite this handicap, however, those in Hollywood and elsewhere who were in charge of recruiting the personalities performed wonders. Sam Briskin, Frank Freeman, Mort Blumenstock, Louis K. Sidney, Duke Wales, Stan Richardson, Adrian McCollum, these and many others performed a task for which the industry should be grateful.

RKO Theatres

(*Continued from page* 1)

control, said that the two new directors were not nominated by the Greene group. It was not known whether the two new directors would be acceptable to Greene, who controls a large bloc of RKO stock and contends that though Hughes' 24 per cent theatre holdings are trusteed he still exercises control.

Greene has made preparations for a proxy contest at the first annual meeting of RKO Theatres' stockholders next December in the event nominees to the board do not meet with the approval of his group.

The new director Wardall is also a director of Best Foods, Inc. and McKesson & Robbins, among other companies, while Hayward has been identified with the legitimate theatre as a producer in recent years.

Newcomb of RKO

(*Continued from page* 1)

and during the greater part of this time he was McMahon's chief assistant in charge of the accounting department.

Changes Made in 20th, Para. Decrees

WASHINGTON, Oct. 15.—The Justice Department has revealed two divorcement developments in connection with the 20th Century-Fox and Paramount consent decrees.

The development affecting 20th-Fox deals with a decree provision requiring the company to name three towns where one theatre must be sold and where the purchaser is to have the choice of the theatre. The company has now designated the towns, Montrose and Walsenburg, Colo., and Santa Paula, Cal.

Justice has also consented to a change in the Paramount decree involving New Jersey theatres. Under the original judgment, United Paramount Theatres was required to give up its partnership interest in the U. S. Theatre in Paterson, but was allowed to buy out its partner in either the Adams or Paramount theatres in Newark.

Under the new provision, UPT would be allowed to buy out the partner in the Paterson theatre but would have to give up its interest in both the Newark theatres.

Universal Says

(*Continued from page* 1)

a study made of bookers' analyses of all accounts which Universal serves.

Feldman stated that for the past two years with the ever changing "run" situation throughout the country, bookers were instructed to develop these studies with the idea of assuring that the most efficient service could be rendered to all theatres playing Universal pictures.

Johnston Completes European Visit

LONDON, Oct. 15.—Eric Johnston, Economic Stabilization Administrator, ended his brief European inspection tour here tonight and left for Washington by plane.

Johnston's leave of absence as president of the Motion Picture Association of America expires next week. He indicated while here that he may not return to the post until early next January.

Newsreel Parade

THE Yanks winning the World Series and Princess Elizabeth and Prince Philip on a tour of Canada are current newsreel highlights. Other items include fashions, Korean fighting and sports. Complete contents follow:

MOVIETONE NEWS, No. 83—Princess Elizabeth hailed on Canadian tour. UN offensive smashes Reds. New crisis arises over Suez Canal. U. S. 43rd Division sails. Italian police parade in Rome. Yanks win. Texaas rodeo.

NEWS OF THE DAY, No. 213—UN forces push on as battle grows in fury. Army ends segregation. Foreign aid bill signed. The 43rd Division off to Europe. White House preview. Princess Elizabeth on tour. Yankees win.

PARAMOUNT NEWS, No. 16—Princess Elizabeth captures Canada. Paris jewelry fashion show. Britain prepares to go to the polls in Parliamentary balloting. Yankees stop Giants for series title.

TELENEWS DIGEST, No. 41-B—England: Labor's stand. Foreign aid bill signed. Princess Elizabeth in Canada. Philippines President Quirino welcomed by Franco. Roller skates race. Yanks win World Series.

UNIVERSAL INTERNATIONAL NEWSREEL, No. 499—Princess Elizabeth on Canadian tour. Austria train wreck kills 20. Equestrian demonstration. Yankees win World Series. University of Southern California upsets Washington U.

WARNER PATHE NEWS, No. 18—Yanks win World Series. Princess Elizabeth and Philip on Royal tour. Fighting goes on at the front in Korea. Fashion parade in Switzerland. Dare-devils show their stuff.

Cheyfitz Resigns

(*Continued from page* 1)

courses. His present plans are to finish this fall, take his bar examination in December and enter private practice immediately, with offices here and in Toledo. Cheyfitz will specialize in labor and industrial relations.

MPAA president Eric A. Johnston has retained Cheyfitz as a personal adviser on non-MPAA matters.

Meanwhile, Cheyfitz will speak before the California Manufacturers' Association in San Francisco tomorrow.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring and introducing
GENE KELLY • LESLIE CARON
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

COLUMBIA PICTURES presents
THE MOB
— BRODERICK CRAWFORD
in Person
FRANKIE LAINE
JEAN CARROLL
BOYD RAEBURN AND HIS ORCHESTRA
LES PAUL
MARY FORD
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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NEWS in Brief . . .

BY a vote of 202 to 3 in a National Labor Relations Board election, New York Motion Picture Actors have voted the Screen Actors Guild to continue representing them in all types of motion pictures made by New York producers, specifically including television films in addition to theatrical pictures. Results of the election were announced by Mrs. Florence Marston, New York representative of the Guild.

•

Budd Rogers has been appointed independent exhibitor chairman for "Midnight Frolics," the fund raising show which the Foundation of the Motion picture Pioneers will present at the Roxy Theatre here on November 16, it was announced yesterday.

The Metropolitan Motion Picture Theatre Association has voted 100 per cent cooperation to the Fundation for the latter fund raising show.

•

More than 60 associates and employees of Walter Reade joined last weekend at the Hotel Astor in New York to honor the founder of Reade Theatres on the 50th anniversary of his entrance into show business. The veteran showman was presented with a plaque and engraved walking stick by the home office executives, theatre managers and film company branch managers who attended the testimonial.

•

Miami, Oct. 15.—The American Legion, meeting in its 33rd national convention here, today awarded to Cecil B. DeMille a special citation for his 37 years in the field of entertainment and popular education. The citation came as the climax of a salute by the Legion to the motion picture industry, which is curently celebrating its Golden Jubilee. DeMille appeared at the convention.

Memphis Meet

(*Continued from page* 1)

launched for a full years duration in the Memphis trade territory.

Delegations of Mid-South officials waited at the airport for the arrival of Abram Myers, general counsel of Allied, Trueman Rembusch, Allied States president, and Mitchell Wolfson, TOA president, who were to be taken to a "Hello" cocktail party at the Hotel Gayoso this evening. Business sessions will open at 10 A. M. tomorrow following a Main Street parade led by officials and visiting Hollywood personalities.

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Shortage

(*Continued from page* 1)

mated 60 per cent of the convention time will be given over to examination of trade practice problems. Snaper said.

Snaper declared that it could not be determined at this time whether the availability failures he referred to were the result of distributor negligence, lack of workers at exchanges, or whether they were created "on purpose." They have, however, the effect of lengthening clearances, he contended. The convention will demand action to correct them, he added.

Will Hold 6 'Film Clinics'

Snaper said six "film clinics" will be held. They will be open to all convention registrants, and will be staffed as follows wtih moderators: Problems relating to theatres in towns under 3,500 population, H. A. Cole (chairman), Charles Niles, John Mohrstadt and Jeff Jefferies; towns under 25,000 population, Ray Branch (chairman), Ed Johnson, Arthur Rush, Dr. J. B. Fishman and William Carroll; large cities, Nathan Yamins (chairman), Ben Berger and John Wolfberg; key neighborhoods and sub-runs; Snaper (chairman), Martin Smith, Morris Finkel and Lauritz Garman; outdoor theatres; O. F. Sullivan (chairman), Rube Shor and C. Elmer Nolte; Circuit buyers and bidding; Jack Kirsch (chairman), Ben Marcus, Abe Berenson and Irving Dollinger.

Ind. Allied in 25th Anniversary Meet

INDIANAPOLIS, Oct. 15.—The silver anniversary convention of Allied Theatre Owners of Indiana will be held at the Hotel Lincoln here on Nov. 14 and 15. W. F. Rodgers, vice-president and general sales manager of Loew's and the Rev. William Alexander, Oklahoma showman and "Movietime U.S.A." speaker, will be among the convention's guests.

Despite Indiana's disappointing experience with the Hollywood personality tour, the convention will be devoted in large part to continuing the "Movietime" campaign efforts and translating them into business-building activities, Indiana Allied states.

Monogram Reports $1,061,648 Net

HOLLYWOOD, Oct. 15.—Consolidated net profit shown by Monogram Pictures for the year ended June 30, 1951, was $1,061,648, compared with a net loss (restated) of $663,342 in the preceding fiscal year, it was disclosed in the company's annual report. The net profit is equal to $1.40 per share. No federal Taxes were incurred in the 1951 fiscal year because of loss carryforward credits.

Gross income in 1951 was $9,311,900, compared with $9,225,800 in 1950.

Steve Broidy, president, declared in the report, "For the first time in the history of Monogram and Allied Artists we will be able to deliver to exhibitors one color picture every month for the next 12 months.

Allied Board Open To E. Pa. Queries

The question of the suspension of Allied of Eastern Pennsylvania from the national Allied organization will be dealt with at the pre-convention Allied board meeting at the Biltmore Hotel here Oct. 29 only if the regional raises it, it was learned here yesterday. The suspension was decreed some months ago following differences of opinion on a number of organization policies.

It is known that Sidney Samuelson, head of the Eastern Pennsylvania unit, has been invited to the convention, which will open on Oct. 30.

Capital's 1st-Run Business Is Good

WASHINGTON, Oct. 15.—Good downtown business and extremely spotty neighborhood business characterized the Washington theatre situation as the first week of "Movietime" ended.

Proprietors of first-run houses, with a flood of top product, were extremely happy about grosses, with long lines outside of several theatres over the weekend.

On the other hand, neighborhood exhibitors were by and large disappointed in business last week and over the weekend. They blamed unusually good weather, with people "getting outdoors while they still can," plus a limited availability of good pictures.

TESMA-TEDA

(*Continued from page* 1)

fastly confident that the coming year will witness a triumph over problems which engaged both groups in their three-day session.

The worst news marking the meeting came from Nathan Golden of the National Production Administration, who stated that the government's accelerated defense production effort will make essential materials scarcer rather than more plentiful for the immediate future. Although theatre equipment will not be drastically affected, prospects for obstaining theatre building materials are slimmer than they have been heretofore, Golden stated.

Selznick Setting Sales Drive Abroad

PARIS, Oct. 15.—David O. Selznick has arrived here from Rome to confer with Selznick Releasing Organization executives on selling operations in all foreign territories, with Germany first on his agenda.

While here he will set release of several of his productions, including "Duel in the Sun", "Spellbound" and "Portrait of Jennie" for the first time in Western Germany and other Continental areas. Victor Hoare, SRO managing director, who accompanied the producer on his European trip, returns to the Selznick London headquarters following the meetings to launch a sales drive covering 52 countries. Selznick plans to return to New York by plane Oct. 19 to arrange release there of "Gypsy Blood."

N.Y. Grosses

(*Continued from page* 1)

such as "Showboat" and "Sunset Boulevard" did a bit better during their initial weeks, they were shown during the peak summer months.

Holdovers predominated along Broadway which will see six new films bowing this week. At the Warner, "A Streetcar Named Desire" is holding up excellently with another $65,000 forecast for the fourth week. Still going strong is "Flying Leathernecks," with Louis Prima and his band at the Paramount where a strong $60,000 is seen for the fourth and final week. "The Mob" opens there tomorrow.

Following a seven-week run, "A Place in the Sun" bows out of the Capitol tomorrow and a nice $40,000 is seen for the final week compared to the corrected previous week gross of $39,500. "Angels in the Outfield" is the new attraction there. At the Roxy, where Josephine Baker is being featured on stage, with "A Millionaire for Christy" on the screen, a very good $100,000 is forecast for the second week. Another consistent grosser is "David and Bathsheba" at the Rivoli which is expected to hit a healthy $30,000 for its ninth week. "Here Comes the Groom" continues satisfactorily at the Astor, with $23,000 seen for the fourth week.

The opening week of "Whistle at Eaton Falls" at the Victoria is expected to rack up a fair $18,000, while "Mr. Imperium" at the Criterion which opened last Saturday is expected to hit a satisfactory $15,000 for its initial week. A neat $25,000 is seen for the first stanza of "Texas Carnival" at Loew's State.

"Journey Into Light" at the Globe is dropping sharply with a so-so $9,500 slated for the second week. The "Desert Fox" bows there tomorrow. Still bringing in the customers are "Oliver Twist" at the Park Avenue where $7,500 is forecast for the 11th week and "Tales of Hoffmann" at the Bijou with $11,000 seen for its 28th week. Another consistently healthy grosser is "The River" at the Paris with a robust $13,100 expected for its sixth week.

A very good $22,000 is slated for the fourth and final week of "The Day the Earth Stood Still" at the Mayfair.



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WE GUARANTEE TO DELIVER A TOP COLOR PICTURE TO THE EXHIBITOR EVERY MONTH

We further guarantee that the first five productions listed in this policy are COMPLETED, and that these and all others will be outstanding entertainment for your best customer—the American family.

NEW for '52

This great COLOR schedule is but one of the highlights of the big NEW Monogram and Allied Artists program of 45 features for 1952!

REGULAR AS .... GOOD AS 

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NOV. FLIGHT TO MARS
COLOR BY *Cinecolor*

DEC. ALADDIN and His Lamp
COLOR BY *Cinecolor*

JAN. FORT OSAGE
COLOR BY *Cinecolor*

FEB. RODEO
COLOR BY *Cinecolor*

MAR. HIAWATHA
COLOR BY *Cinecolor*

APR. YELLOWKNIFE
COLOR BY *Cinecolor*

MAY WAGONS WEST
COLOR BY *Cinecolor*

JUNE FLAT TOP
COLOR BY *Cinecolor*

JULY QUEEN OF THE UNIVERSE
COLOR BY *Cinecolor*

AUG. WILD STALLION
COLOR BY *Cinecolor*

SEPT. LITTLE SHEPHERD OF KINGDOM COME
COLOR BY *Cinecolor*

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..FRESH AS A ....*That's Monogram-Allied Artists!*

IT'S MOVIETIME, U. S. A.!



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Get your copy of the compoign book from your NSS solesmon — or write your NSS exchonge. Completely illustroted, printed in two colors, contoins everything you need for EXTRA holidoy profits! GET IT TODAY!

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Go to a Movie Theatre TODAY!

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 75 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 17, 1951 TEN CENTS

RCA Shows Its Color Video For Theatres

Hues Brilliant, Clear in Demonstration Here

By MURRAY M. HOROWITZ

An impressive demonstration of the Radio Corporation of America's compatible color television system for theatres was held here yesterday at the Colonial Theatre, where press representatives and others viewed the pictures in both color and black-and-white on a 9-by-12-foot screen.

The hues of the show, which originated in National Broadcasting's studios here, were brilliant, varied, and clear, and shou'd satisfy the color demands of theatre patrons, although outline definitions at times appeared not as good technically as such processes as Technicolor.

In addition to the NBC studio originated show, an outdoor program

(*Continued on page 6*)

TOA Regional Arbitration Units Planned

MEMPHIS, Oct. 16.—Plans for the development of a voluntary arbitration system by the Theatre Owners of America were disclosed today by Mitchell Wolfson, TOA president, in an address before the joint convention here of Mid-South Allied and the Tri-States regional of TOA.



Mitchell Wolfson

Wolfson told the delegates that TOA's objective this year is to set up arbitration districts where TOA, exhibitors and distributors can sit down together and iron out differences. Costly lawsuits, he added, leave scars.

On the television front, Wolfson said that "exhibitors are planning for

(*Continued on page 10*)

DISCIPLINE UNITY RENEGADES: MYERS

Industry's 'Lone Wolves' Scored at Memphis Meet; Raised Rentals Attacked

MEMPHIS, Oct. 16.—Distribution's and exhibition's "satraps and lone wolves" who line themselves against united efforts intended to benefit the industry as a whole were scored today by Abram F. Myers, general counsel and board chairman of Allied States Association, in an address before the joint convention of Mid-South Allied and the Tri-States regional of the Theatre Owners of America.



Abram F. Myers

Myers suggested that methods may have to be devised for disciplining "those who wilfully jeopardize the interests of the whole industry for no good reason." Some way must be

(*Continued on page 10*)

Air Mail Edition Announcement

On page nine of this issue, *Motion Picture Daily* announces an expansion of its Air Mail Edition service, effective next Monday.

Embassy, MOT in $100,000 Deal

The consummation of a $100,000 deal between Embassy Newsreel Theatres here and March of Time for all of MOT's "History-in-the-Making" series, released from 1935 to 1942, was disclosed yesterday by Norman Elson, president of Guild Enterprises, Inc., owners of the four Embassy Theatres, and Phil Williams, MOT's theatrical sales manager.

Williams also disclosed that MOT probably would make available its 91 releases of "History-in-the-Making" series in other areas early in 1952.

Says Sales Managers Unit 'Won't Tolerate Forcing'

MEMPHIS, Oct. 16.—The Sales Managers Committee of the Motion Picture Association of America "will not tolerate the illegal practice of forcing pictures by any salesman or branch manager," Ben Kalmenson, committee chairman, has advised Trueman Rembusch, president of Allied States Association, the latter today told the opening session of the joint convention of Allied Independent Theatre Owners of the Mid-South and Theatre Owners of America's Tri-States unit.

This reaffirmation of the Sales Managers Committee's position was imparted in a letter which urged that any complaints of forced selling be forwarded to national Allied which in turn could bring the matter to the attention of the sales managers, Rembusch reported.

In a lengthy address in which he raised Allied leaders Abram F. Myers, Col. H. A. Cole, Ben Berger and Nathan Yamins for their contributions to Allied and the industry as a whole, Rembusch also discussed several other trade practice problems.

He said Paramount "has a particularly illogical approach to bidding." He declared he knew of one city where Paramount is staying with its so-called old customer and refusing

(*Continued on page 10*)

New Color Video System Explained

HOLLYWOOD, Oct. 16.—A description of a new color television reproducing method differing from the Columbia Broadcasting, Radio Corporation of America, and the Geer systems, was perhaps the outstanding development at today's session of the Society of Motion Picture and Television Engineers.

Harry Lubcke, who pioneered the development of television at the Don Lee experimental station and now is an independent television consultant, delivered a paper on the new method, which he described as "producing a multicolor image within the fluorescent screen itself, with phosphors so chosen, treated, and influenced that

(*Continued on page 10*)

New RKO Board 'Unacceptable' To Greene Group

A continued battle for proxies, and recourse to the courts, if necessary, by the David J. Greene group for greater representation on the board of directors of RKO Theatres was seen on the eve of tomorrow's hearing on the government's move to have J. P. Dreibelbis removed as a director.

The recent election of William J.

(*Continued on page 10*)

Judy Garland Debuts As Palace Headliner

Judy Garland last night made her debut as the headliner of an "All-Star Variety Show" as the Palace Theatre here returned to straight vaudeville policy. Miss Garland, whose act occupies the entire last half of the Palace show, tops a number of vaudeville bills featuring Smith & Dale, Max

(*Continued on page 6*)

NEWS FLASHES

WASHINGTON, Oct. 16.--The NLRB ruled today that actors employed by TV networks for television films should be a separate unit, for collective bargaining purposes, from other talent of the networks. The ruling was a victory for the screen actors guild and a setback for the Television Authority.

•

WASHINGTON, Oct. 16.--Twelve of the country's 39 largest cities collected $9,070,000 last year in special local admission and amusement taxes, the Census Bureau reports. This compares with $10,-244,000 collected by 10 cities in 1949 and $10,-204,000 collected by nine cities in 1948.

Newsreel Parade

CURRENT newsreels are packed with highlights, among them: Korean warfare, Iran's Premier addresses the UN, Elizabeth and Philip in Canada, football classics, Legionnaires' meeting in Miami, Kiner and Chaffee wed, to mention a few. Complete contents follow:

MOVIETONE NEWS, No. 84 — Iranian Premier brings oil issue to UN. Korea peace talks at new location. Czech runaway train returned. Canadian crowds cheer Elizabeth.. American Legion meets in Florida. Baseball and tennis champs marry. SMU vs. Notre Dame. Princeton vs. Penn. Texas vs. Oklahoma.

NEWS OF THE DAY, No. 214—Allies press on as Korea truce talks bog down. Princess Elizabeth thrilled by Niagara Falls. Iranian Premier rejects UN rule. India's great festival. Sports stars wed. SMU upsets Irish.

PARAMOUNT, No. 17—Korea film diary. Million pilgrims at shrine of Fatima in Portugal. Focus on unrest in Near East involving England, Egypt and Iran. Top grid classics of the week: Princeton vs. Penn. SMU vs. Notre Dame.

TELENEWS DIGEST, No. 42-A—Queen Juliana of the Netherlands speaks on the refugee problem. Belgium: Korean vets come home. Royal tour of Canada. Rebel flag craze sweeps the country. Austria: high-wire hijinks . Basketball training begins.

UNIVERSAL NEWS, No. 500 — Mossadegh states Iran's case at the UN. Royal couple at Niagara Falls. Twenty dead in Austrian train wreck. Legionnaires parade in Miami Beach. Ralph Kiner-Nancy Chaffee wedding. Princeton vs. Penn. SMU vs. Notre Dame.

WARNER PATHE NEWS, No. 19—UN hears Iran's ailing premier. Seek new peace site as Korean fighting flares. Elizabeth and Philip at Niagara Falls. Legionnaires hit Miami for 33rd convention. "Home run" Kiner wins tennis star Nancy Chaffee. Italian farmers draw for land in new reform. Princeton vs, Penn, SMU vs. Notre Dame.

Top Grosses for 'The Desert Fox'

Twentieth Century-Fox's "The Desert Fox" opened at the Odeon, Leicester Square, London, to grosses almost doubling those of past hits, hitting $10,800 in the first four days, it was learned here yesterday.

In Toronto's Odeon, the picture grossed $7,800 in its first two days, against an average gross of $4,800 for 20th-Fox productions in that theatre.

FCC OK's Skiatron Test Demonstration

Permission to conduct a test of the Skiatron subscription home television system was granted yesterday by the Federal Communications Commission, according to word received here by Arthur Levy, Skiatron president.

Levy also disclosed that the FCC approval covered a test period up to Dec. 16 and Skiatron hopes to begin demonstrating its "simplified decoders" here over station WOR-TV beginning late tonight. The FCC authorized the test during non-broadcasting hours only.

Personal Mention

NED DEPINET, RKO president, will leave here for the Coast today.

•

JOHN and ROY BOULTING, the English producers, will arrive here from London Monday and after a week will head for the Coast where they will produce a picture for M-G-M.

•

F. J. A. MCCARTHY, Universal's Southern and Canadian sales manager, will leave New York today for Cincinnati.

•

HENRY HORTON, head of RKO Radio's tax department, will arrive in Columbus tomorrow from New York.

•

R. K. HAWKINSON, RKO Radio assistant foreign manager, will be in Washington today from New York.

•

DAVID BUTLER, director, has left London for a vacation in France before returning to New York.

•

ERIC A. JOHNSTON has returned to Washington from a tour of Europe.

ILYA LOPERT, president of Lopert Film Distributing Corp., left here by plane yesterday for conferences in London with Alexander Korda.

•

WALTER L. TITUS, JR., Republic district manager, will leave Memphis today for New York, with stop-overs in New Orleans, Jacksonville and Charlotte.

•

GILBERT KANOUR, film critic for the Baltimore *Evening Sun*, is recuperating at his home in Severna Park, Md., following hospitalization.

•

ARTHUR LEE-WHITE, manager of RKO Radio's St. John, New Brunswick exchange, is in New York for a home office conference.

•

LOU J. KAUFMAN, Warner Theatres home office executive, has returned here from Albany.

•

GEORGE CAVE, sales vice-president for the Technicolor is in New York with his wife from Hollywood.

Pa. Church Groups Fight Sunday Films

PHILADELPHIA, Oct. 16. — Certain church forces in Pennsylvania have launched a campaign to outlaw Sunday films in the state. Pennsylvania's "Blue Laws" ban Sabbath showings unless overruled by public referendum in each municipality. Some 54 communities are scheduled to ballot on Nov. 6 on the Sunday film issue.

Spearhead of the church forces is the Lord's Day Alliance, which has focused special attention on drive-in theatres. According to Rev. Melvin M. Forney, general secretary of the Alliance, the large number of communities which will vote on the question is due largely to the "popularity of the drive-in theatre."

20th Publicists Vote Oct. 26 for Agent

The National Labor Relations Board will conduct an election among 20th Century-Fox's home office publicists on Oct. 26 to determine the collective bargaining agent which will represent them, it was reported yesterday by a spokesman for the employes.

As in the case of the election which will be held on Oct. 22 among Columbia's home office publicists, District No. 65 of the Distributive, Processing and Office Workers of America will be unopposed on the 20th-Fox election ballot. The Paramount publicists have joined the IATSE, and RKO Radio's belong to the AFL Sign Painters, Pictorial and Display Artists Local No. 230.

Services for Errol

HOLLYWOOD, Oct. 16.—Funeral services were held yesterday afternoon at the Church of the Recessional at Forest Lawn for Leon Errol, who died last Friday from a heart attack.

East, West Get 1st Compo Air Program

"Movietime U. S. A.," the first all-industry radio program put on the air for a continuing run, was heard by radio audiences in the East from 10 to 10:30 EST yesterday morning, over 432 stations of the Liberty Broadcasting System. The first program in the Western part of the country was broadcast Monday. The programs are sponsored by the Council of Motion Picture Organizations.

The half-hour program consists of Hollywood news and interviews "of a constructive nature" and also deals with "interesting and unusual incidents and people in the film production center." The programs, heard daily from Monday through Friday each week for 13 weeks, has been arranged so that exhibitors may sponsor them locally.

Ann Blyth, star of Universal-International's "The Golden Horde," and Howard Christie, producer of the picture, appeared on the first program.

20th-Fox Opening Tied to 'Movietime'

BOSTON, Oct. 16.—Sparked by the personal appearances of Macdonald Carey, Joyce MacKenzie and Robert Wagner, 20th Century-Fox's "Let's Make It Legal" will open at the RKO Memorial tomorrow before being launched in a 175-theatre saturation engagement throughout New England area.

From this city, the star junket will tour eight more cities in the area on a "grass roots" trip supplementing the "Movietime U. S. A." tour.

Charles R. Seeling

Charles R. Seeling, 65, cameraman, director and producer in the early days of the industry, died last Saturday in Pasadena, Cal., according to reports reaching here from the Coast.

G.O.P., Democrats Reject House Tax Increase Report

WASHINGTON, Oct. 16.—A surprising combination of conservative Republicans and "CIO Democrats" today rejected in the House the conference report on the $5,732,000,000 tax increase bill.

The bill would make changes in the photographic and admission excise taxes, corporate and excess profits rates and various other provisions of present tax laws.

May Be No Tax Bill This Year

The House vote raised the possibility of no tax bill this year. However, those Congressional leaders who would hazard a guess predicted the conferees would meet again, work out another bill, and that this would pass. The admission and photographic excise provisions are certain to remain in any new conference report as they were in the previous conference bill.

One result of the House action may be to postpone the date when the excise changes would go into effect—assuming a bill is finally approved. The President would have to sign a bill by Oct. 21 for the excises to go into effect on Nov. 1, so today's action may put this date off until Dec. 1.

U. K. Officials Will Visit MPAA Offices

LONDON, Oct. 16. — Sir Henry French, director-general of the British Film Producers Association, and Reginald Baker of the Kinematograph Renters Society will visit New York and Washington during the latter part of November to confer with Motion Picture Association of America officials on the latters' new services for aiding in the marketing of British films in America.

The MPAA's new services were described to producers here recently by B. Bernard Kreisler, who heads the new foreign films division, following which John G. McCarthy, MPAA vice-president, urged British industry officials to visit America to discuss the service more fully.

O'Donnell in Film Deal with RKO

RKO Radio has signed for the world-wide distribution of a jungle picture, Howard Hill's "Tembo," an African wild animal film in Ansco Color. R. J. O'Donnell of the Interstate Circuit in Texas first took the picture, created his own posters, ads, trailers, etc., and launched "Tembo" in his first-run Texas theatres. Following other Interstate situations O'Donnell became the representative of Hill Production in negotiating with RKO.

Services for Philbrick

HOLLYWOOD, Oct. 16.—Private funeral services were conducted over the weekend for Howard R. Philbrick, vice-president and general manager of the Central Casting Bureau, who died from leukemia. The widow and two sons, survive.

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M-G-M's

EYE-FULL TOWER!

An American in Paris



"EVERYBODY WANTS TO SEE *Paris*!"

"There's been an awful lot of competition recently, the World Series, the opening of the football season and what not. But I wasn't worrying about business. The reason: 'AN AMERICAN IN PARIS'."

"Look at the Music Hall. It's doing 'Show Boat' biz and that ain't hay—it's diamonds! Same in first 4 spots!"

"Newspapers, magazines, radio . . . they all say 'AN AMERICAN IN PARIS' is 'the best Technicolor musical ever made.' How'd you like my campaign? It was costly, but what coverage! *Everybody* wants to see 'PARIS'!"

"No wonder people are saying: 'Gee whiz, M-G-M's got the pictures.' They're right."

"'ACROSS THE WIDE MISSOURI' is off to a flying start."

"Keep your eye on 'WESTWARD THE WOMEN' and 'THE WILD NORTH' (Ansco color). Two really tremendous action and adventure shows that could only be made by the 'King Solomon's Mines' company!"

"I think people want lots of comedy in these times too, and from the audience hysterics at the previews of 'CALLAWAY WENT THATAWAY' and 'TOO YOUNG TO KISS' you can safely promise your folks two of the season's top laugh hits."

"And for future musicals take this tip: you ain't seen nothing until you've seen 'SINGIN' IN THE RAIN,' Technicolor T.N.T."

"Wanna keep high-flyin'? Stick to the Lion!"

"That's me! Happy grosses, boys!"

(Signed) Leo ← my paw is my bond!

For the Next 6 Mon
A Major Paramount M
Cover Itself with Boxo

KIRK
DOUGLAS
ELEANOR
PARKER
WILLIAM
BENDIX
in
WILLIAM
WYLER'S
PRODUCTION OF
SIDNEY KINGSLEY'S

October	November
WORLD PREMIERE, FOX-WILSHIRE, LOS ANGELES— OCTOBER 24th	**KEY OPENINGS WILL INCLUDE EXTENDED BROADWAY ENGAGEMENT, NEW YORK CITY**
"A Goldmine!".....—Boxoffice	**"Sure-Fire!"**.....—Variety
January	**February**
IT WILL BE HIGH IN ANNUAL HONORS AND ON THE 10-BEST LISTS	**NATION'S EXHIBITORS WILL CASH IN ON FAME OF AN ALL-TIME GREAT FILM**
"Potent Boxoffice!"—Showmen's T.R.	**"Loaded With Mass Appeal!"** —Hollywood Reporter

Detective St

FROM THE SMASH STAGE SUCCESS!

also starring
CATHY
O'DONNELL

Produced and Directed by WILLIAM WYLER • Screenplay by H
and ROBERT WYLER • Based on the play by SIDNEY

ths, Watch
oney-maker
ffice Glory!

December

HUNDREDS OF DATES WILL BE ADDED TO THE BOXOFFICE EVIDENCE

"A Winner!".....—M. P. Herald

March

LOOK FOR IT IN THE HEADLINES AGAIN DURING "OSCAR" MONTH

"Big Pay-Off!".....—Daily Variety

tory

by PHILIP YORDAN
EY KINGSLEY

IT'S MOVIETIME, U.S.A.

PRAISE-WINNING PRIZE-WORTHY PERFORMANCES

unmatched by any picture since Wyler made "The Best Years of Our Lives".....



MARY McLEOD . . . the beautiful wife . . . who was more woman than angel.



UNLICENSED DOCTOR . . . his stock in trade — babies of unwed mothers.



LT. MONAGHAN . . . who wanted the truth . . . no matter who it hurt.



THE SHOPLIFTER . . . stamped "bad" . . . but just a girl who was confused.



DETECTIVE JIM McLEOD . . . a conscience so great . . . it crowded out his heart.



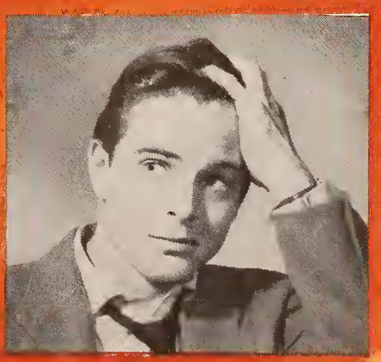
DETECTIVE BRODY . . . tough . . . but he knew when to give a guy a break.



SUSAN . . . in love . . . and willing to pay any penalty for her boyfriend's mistake.



THE KILLER . . . a four time loser . . . Now he had a gun and nothing more to lose.



FIRST OFFENDER . . . a nice kid who takes a wrong step . . . for a wrong girl.

Announcing

a new

department . . .

TELEVISION

***and* RADIO**

in

Motion Picture Daily

Commencing October 24, 1951 a Television and Radio department will be published in *Motion Picture Daily*. It will appear every Wednesday.

In concise style the department will express its opinion on the entertainment values of TV and Radio programs and talent, based on the observations of our reviewers.

The department will also comment briefly on aspects or developments in the TV and Radio fields that are of significant interest.

Additional news highlights concerning TV and Radio will continue to appear in the news columns of *Motion Picture Daily* on the other days of the week.

An annual summary, related to the new department, will appear in the TV and Radio sections of *FAME* — along with the coveted annual popularity awards for which *FAME* has continued to be the most widely quoted of all annual publications.

Review

"Love Nest"

(*Twentieth Century-Fox*)

THE ADVENTURES and headaches of a young married couple trying to operate a broken down apartment house has been turned into a pleasing film of general appeal. William Lundigan, the husband, plays an ex-G.I. who arrives home to find that his wife, June Haver, has invested the family bank account in the old house.

Others in the cast include Frank Fay, Marilyn Monroe, Jack Paar and the well-remembered Leatrice Joy. There is a quality of confinement to the production, almost as though it were a photographed stageplay. I. A. L. Diamond, the script writer, has cooked up a number of amusing, if obvious, comic inventions. There is the matter of a shapely ex-Wac whom Lundigan knew overseas and who arrives to reside in the house. Played by Miss Monroe, she provokes the expected domestic misunderstanding between Lundigan and Miss Haver. Then there is the matter of the mysterious but charming new tenant, Fay. Fay presently falls in love with another tenant, Miss Joy and in time wedding bells ring for them. Subsequently, however, the past catches up with Fay. It appears that in his day he was quite a Don Juan and had a penchant for wangling savings from love-lorn women. Fay is arrested, and Lundigan's troubles grow more complicated as events move at a quickened tempo.

What counts is that in the finale all things are happily resolved. The dilapidated house, which was on the verge of being sold, is now shiny and remodeled. And Fay, having paid his debt to society, is now the proud father of twins. As for landlords Lundigan and Miss Haver, they just love the house and its tenants.

Jules Buck produced and Joseph Newman directed. Running time, 84 minutes. General audience classification. October release.

MANDEL HERBSTMAN

RCA Color TV

(*Continued from page* 1)

from Palisades Amusement Park, New Jersey, was televised, showing the brightly colored hues of Scottish clansmen on parade.

Compatibility Shown

As to its compatibility, the same RCA theatre TV equipment was used for black-and-white portions of the program. In addition, an early morning color show was not only seen on the theatre screen, but was broadcast by NBC throughout the Metropolitan area for black-and-white home TV. At the same time, the program was sent to Washington, D. C., over radio relay and coaxial cable.

David Sarnoff, chairman of the RCA board of directors, in praising the engineers for their achievement, noted that the brightness and clarity of the large-screen color television pictures were achieved within present black-and-white broadcast standards. He pointed out that because of this compatibility it was possible with the RCA color theatre television equipment to receive and project transmissions in either color or black-and-white, without changing the apparatus.

He also declared that such transmissions can be taken from on-the-air broadcasts of local stations, or over coaxial cable or radio relay.

Apparatus shown at the Colonial Theatre consisted primarily of an RCA tri-color recciver-projector, developed under the direction of Dr. David W. Epstein. Although the receiver-projector was mounted in the orchestra section for the current demonstration, subsequent models will be designed for a longer projection throw, permitting installation on theatre balconies. It was further explained that there is no reason why the RCA receiver-projectors cannot be made to project pictures on full-size theatre screens up to 18-by-24-feet.

The showing of the theatre system will continue throughout the week at the Colonial, with three tests daily.

Judy Garland Debuts

(*Continued from page* 1)

Bygraves, Doodles and Spider and others.

Charles Walters, M-G-M director, staged and directed Miss Garland's act. She is accompanied at the piano by Hugh Martin. Among those invited to the "first night" were: Marlene Dietrich, Gloria Swanson, Marlon Brando, Jane Froman, Jimmy Durante, Milton Berle, Sophie Tucker, Ned E. Depinet, Harry Herschfield, Howard Dietz, Lou Walters and scores of other celebrities.

Mexican Producers Ask Gov't Loan

MEXICO CITY, Oct. 16. — Deciding upon a policy of top quality pictures only, the Association of Mexican Motion Picture Producers and Distributors will ask the government for a $3,460,000 loan to assure the making of at least 100 good pictures a year, Hector Fernandez, association manager, has disclosed.

Of the 352 feature pictures imported last year, 280 were American, 28 were French, 16 each were Italian and Spanish, five Argentinian, four British and one each from Portuguesc, Swedish and Venezuelan. Feature distribution as a whole in 1950 totaled 395, which means that there were 43 Mexican features in distribution.

Cut Cellulose Chemical

WASHINGTON, Oct. 16. — The defense Production Administration today ruled that, starting Nov. 1, firms producing cellulose film can use only 90 per cent as much sulfuric acid as they did in 1950. This is one point in a comprehensive program to conserve sulfur supplies by restricting usage.

Shupert Leaves Para. TV

George Shupert has resigned as vice-president of Paramount Television Productions, effective Friday. He will depart on Monday for the Coast where he will announce his future plans. No successor has been named as yet.



Without exception, in every engagement to date, playing time has been extended and extended and extended again!

WARNER BROS. PRESENT

"A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION

PRODUCED BY CHARLES K. FELDMAN

STARRING VIVIEN LEIGH MARLON BRANDO

KIM HUNTER · KARL MALDEN

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS

SCREEN PLAY BY TENNESSEE WILLIAMS

AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

DIRECTED BY ELIA KAZAN



It's 'Movietime U.S.A.'—Now and Every Day!

National Pre-Selling

GOOD HOUSEKEEPING was the first magazine to tie-in with the industry's Council of Motion Picture Organization's "It's Movietime U. S. A." in its recent trade advertising. In the October and November issues, *Good Housekeeping* carries advertisements for M-G-M's "An American in Paris," Paramount's "A Place in the Sun," Warner Brothers' "Captain Horatio Hornblower" and "A Streetcar Named Desire"; also two advertisements on M-G-M's "Westward the Women" and RKO's "The Blue Veil."

•

The November issue of *Coronet* magazine will feature Paramount's "Detective Story" as its recommended "Movie of the Month," which marks the eighth time this year the company has been cited on this list. And, in counterpoint, a recent bulletin of the Allied Independent Theatre Owners of Iowa and Nebraska suggested that exhibitors write letters of appreciation to *Coronet* for its article on motion pictures in the September issue.

•

Over 400 stores in the Greater New York area are joining with 20th Century-Fox in one of the most intensive promotions for "The Desert Fox," which will open here today at the Globe Theatre on Broadway. Book and department stores will feature the best-seller, "Rommel, the Desert Fox" on which the picture is founded.

•

George Pal's forthcoming science-fiction fantasy, "When Worlds Collide," has received the endorsement of *Boys' Life* and *Scouting* magazines, official publications of the Boy Scouts of America, and will be recommended to their more than 2,700,000 readers in the November issues. *Boys' Life* is read by more than 2,000,000 youngsters each month, while *Scouting* is distributed to 700,000 adults who are active as scout leaders. The picture, now playing its world premiere engagement in London, will be released here by Paramount in November.

•

Half an hour after the October issue of *Esquire* arrived in Vancouver, B. C., Norman J. Duncan, manager of the Strand Theatre there had copies of the Susan Hayward color fold on display and placed in store windows as part of his exploitation for "David and Bathsheba." In addition, the magazine distributors placarded their delivery trucks and arranged 27 magazine displays around the city. The candy bar at the theatre had a similar display with the cooperation of the magazine distributors.

•

American Youth Institute has given RKO's "On the Loose" a special citation for "excellence in faithfully mirroring one of the symptomatic causes of teen-age problems." The picture, produced by Filmakers, co-stars Joan Evans and Melvyn Douglas, and tells a story of parental neglect. The Institute, a non-profit organization set up to study youth problems, makes an annual selection of motion pictures that reflect the most honest representations of the American scene.

Reviews

"The Unknown Man"

(Metro-Goldwyn-Mayer)

WALTER PIDGEON and ANN HARDING co-star in this quietly exciting drama dealing with the legal profession. Their solid and competent performances are matched by those of an excellent supporting cast, which includes Barry Sullivan, Keefe Brasselle, Lewis Stone, Eduard Franz, Richard Anderson and several others.

The screenplay of Ronald Millar and George Froeschel focuses on Pidgeon, a famous corporation counsel, who is duped into defending a murderer in a criminal action Believing the man to be innocent, Pidgeon allows his own conscience and a wily attorney to trick him into pleading the defense in court. The murderer goes free, whereupon Pidgeon encounters circumstances that leave him with little doubt that he saved a guilty man from the electric chair. The lawyer then engages in some quiet sleuthing with a view to incriminating the client who so brazenly played him for a fool.

Before the plot completes its labyrinthian course, Pidgeon discovers the identity of the kingpin of the city's rackets empire, kills him, is amazed to find this murder neatly pinned on his former client. Pidgeon himself then willingly meets death at the hands of the now erroneously accused man on a visit to the latter's prison cell.

As a cross between a courtroom drama and a detective story, "The Unknown Man" should find more or less easy acceptance among devotees of either. Equally, it is an emotional drama, drawing such reserve from the interpersonal relationships of Pidgeon and his genteel, understanding wife, Miss Harding; Pidgeon and Brasselle, the client; Pidgeon and Franz, a crime commissioner, and Pidgeon and Sullivan, the district attorney. It is to filmgoers who find entertainment in drama of this second category that the film will have greatest appeal. It was produced by Robert Thomsen and directed by Richard Thorpe.

Running time, 86 minutes. General audience classification. Release date, not set.

CHARLES L. FRANKE

"The Lavender Hill Mob"

(J. Arthur Rank-Universal-International)

A LIVELY, humorous film which bubbles with good-natured pokes at the efficiency of modern police methods has been fashioned in this J. Arthur Rank production, starring Alec Guinness. "The Lavender Hill Mob" should do especially well in "art" houses, the audiences of which have already responded favorably to light, sophisticated British humor.

The film concerns a meek, modestly paid bank employee, played by Guinness, whose daily task is to supervise the transportation of millions of dollars worth of gold bullion to the Bank of England. But Guinness, although outwardly a Mr. Milquetoast, has dreams of grandeur—of committing the perfect crime and taking off with a million-dollar gold swag. For this purpose he lines up one of his boarding house neighbors, an artist and business man, played by Stanley Holloway. Together they plan to convert the gold bullion into innocuous looking molds of Eiffel Tower paper-weights and in that way sell the gold on the Continental black market. The perfect crime goes haywire, however, when some of the gold paper weights are innocently sold in Paris to a group of vacationing English school girls. The two then must make their way back to London and try to retrieve the evidence. What follows is one of the most hilarious scenes in British comedy with Guinness adeptly snarling up practically the entire London police force. The winning, crooked mastermind Guinness is apprehended finally, to be sure, but after a year of luxurious living in Brazil. The film contains many witty asides at the foibles of present day society.

Others in the cast include Sidney James, Alfie Bass, Marjorie Fielding, Eddie Martin, John Salew, Ronald Adam and Arthur Hambling. Michael Balcon produced and Charles Crichton directed, from a screenplay by T. E. B. Clarke.

Running time, 82 minutes. General audience classification. October release.

MURRAY M. HOROWITZ

Keathe, MacNamara, Ban on Board

OTTAWA, Oct. 16.—Stuart Keathe of Victoria, British Columbia, Arthur MacNamara of Ottawa, and Charles S. Ban of Toronto have been appointed to the board of governors of the National Film Board of Canada for terms of three years.

The forthcoming issue of *Look*, on the stands next Tuesday, has a two-page story on "Decision Before Dawn" which the magazine says is "a spy story with a reverse twist which makes a compelling movie about Germany's last days at war." The November *Woman's Home Companion* carries Hollywood reviews, and a full-page on RKO's "The Blue Veil" with a "co-op" ad from Lux.

—WALTER BROOKS

Wald and Krasna to Attend Premiere

Jerry Wald and Norman Krasna will visit New York to attend the world premiere of their film, "The Blue Veil," scheduled for the Criterion Theatre on Oct. 26.

The RKO Radio release will open to a benefit performance for the 73rd annual campaign of the United Hospital Fund of New York with 100 per cent of the proceeds going to the fund.

John Jenkins, 55

DALLAS, Oct. 16.—Funeral services were held here today for John Jenkins, 55, head of Jenkins and Bourgeois, Astor Pictures' franchise distributor in Dallas. Jenkins died Saturday after a short illness. Survivors include the widow and a daughter.

NEWS in Brief . . .

A final public hearing on proposed revisions in the Confectionery Industry Minimum Wage Order having been held here last weekend by a New York State Minimum Wage Board, it now is up to State Industrial Commissioner Edward Corsi to hold hearings on the Board's recommendations preparatory to putting the order in force. Motion picture theatres are important retailers of confections.

Major revisions which have been under consideration by the board include raising the basic minimum hourly rate in the industry from 57½ cents to 75 cents for full time workers. Part time workers, those working up to 32 hours a week, would receive a minimum hourly rate of 80 cents.

•

BUFFALO, Oct. 16.—Dipson Theatres of Batavia, N. Y., will take its anti-trust case against six distributors to the U. S. Supreme Court.

Last July, the Circuit Court of Appeals in New York upheld a decision of Federal Judge John Knight that the anti-trust laws were not violated by the defendants—Warner, Loew's, Paramount, RKO Radio, 20th Century-Fox and United Artists, and Buffalo Theatres. Now the high court will be asked to review the decision.

•

Distributive, Processing and Office Workers of America (District No. 65) has withdrawn from the NLRB election which will be held on Oct. 22 at Columbia's home office to determine the collective bargaining agent for the company's 350 "white collar" workers, Russell M. Moss, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63, reported yesterday. The ballot will provide a choice between H-63 and "no union."

•

HOLLYWOOD, Oct. 16.—Jack L. Warner has been awarded the American Cancer Society's 1951 Award for Distinguished Service, in behalf of the Warner studio. The citation, signed by William J. Donovan, chairman of the board of the American Cancer Society, commended the studio's assistance and cooperation in the fight to conquer cancer.

•

MILWAUKEE, Oct. 16.—Warner's downtown Alhambra Theatre here, one of the oldest houses in the country, has reopened with the Midwest premiere of "A Streetcar Named Desire." The Alhambra will continue to play first-run films.

•

DENVER, Oct. 16.—Five new drive-in theatres are under construction in this territory, some of them to start operating this fall. Theatre Enterprises is setting up drive-ins at Belen, Gallup and Deming, all in New Mexico; Westland Theatres has a new site at Grand Junction, and John Roberts is building at Ft. Morgan, the latter two in Colorado.

•

Plans for the distribution of UA's "The Big Night," will revolve a good deal around a personal appearance tour by John Barrymore, Jr., who is the star of the vehicle. It is planned to have him visit key spots and appear extensively on radio and television programs.

AIRMAIL Edition of Motion Picture Daily to be published FOUR days each week—

—to be issued every Monday, Tuesday, Wednesday and Thursday (except holidays) commencing Monday, October 22. **The regular edition will continue to be published every week-day for the New York area, and sent by usual "Second Class" mail to those out-of-town subscribers to whom two to three days' delay in receiving the spot news reports of the industry is satisfactory for their purposes. Complete details will be mailed to all subscribers.**

One year ago the first *AIRMAIL* Edition of any trade paper was introduced by *Motion Picture Daily*, on a once-a-week experimental basis. It was undertaken in recognition of the growing need for a fast news service for alert-minded "Pace-makers" of the industry throughout the nation — executives who are keenly aware of the importance of keeping posted promptly, nowadays, on all happenings which might have a bearing upon decisions for effective action.

Never in the 36-year history of Quigley Publications (in introducing almost all of the new forms of service which have since become standard in the motion picture trade paper field) has any innovation met with such immediate and enthusiastic approval from so many of the exhibition Pace-makers. Expressions of thorough endorsement also were received from the major executives in the Production and Distribution fields.

During the 12-months' period to date, requests for *daily* publication of the Airmail Edition have been many and frequent. The number of instances where prompt receipt of the Tuesday news report has been importantly beneficial has left no doubt that this industry now needs the fastest practical means of keeping its leaders properly informed on trade news developments from day to day.

In its public relations, too, the industry has been aided by the Airmail Edition. It has helped in keeping columnists of key city newspapers beyond the New York area reliably and promptly informed. The Airmail Edition frequently has been the source for an undistorted concept of the current conditions of the industry. It has often been quoted on specific, up-to-date points. The expanded service, in more frequently bringing columnists "news while it *is* news" for their purposes, will be of expanded value to the industry.

Motion Picture Daily wishes to express to all who have urged more frequent publication of the Airmail Edition its appreciation for their progressive attitude during the past 12 months. In entering upon the second year of the Airmail Edition, and expanding it to four successive days per week, the widespread assurance that this is both needed and desired is our guidance in providing this improved service to the industry.

Walsh Anticipates a 'Good' Studio Deal

Hollywood, Oct. 16.—Richard F. Walsh, IATSE international president, who for the past 10 days has been spearheading local negotiations with major producers for wage increases under prevailing contracts, said he anticipates no trouble in getting a satisfactory agreement. Walsh was among the dais guests at the Society of Motion Picture and Television Engineers convention luncheon here today.

Walsh said he could not estimate how long it would take to reach an agreement, "but I am quite sure we will emerge with a good deal."

Coast Tent Elects New Barkers

HOLLYWOOD, Oct. 16.—Variety Club Tent No. 25 last night elected a new slate of barkers to serve the 1952 term, and will elect officers at an unspecified date next week. Elected were Ezra Stern, Howard Stubbins, Lew Rosen, Morton Scott, Herb Turpie, Bernie Wolfson, Al Hansen, M. J. E. McCarthy, Lloyd Ownbey, William Srere, Chill Wills, with Harry Maizlish, Ben Peskay and Barclay Ardell as alternates. Present officers, most of whom have served several years, declined renomination.

Legion of Decency Lists 3 in Class B

The National Legion of Decency currently lists three pictures in Class B and one picture in Class C.

The Class B pictures are "Let's Make It Legal," 20th Century-Fox; "Obsessed," a British film distributed by United Artists and "Under the Olive Tree," an Italian film handled by Lux Films Dist. Corp. "Marie du Port," the French film released here by Bellon-Foulke International Productions, is the one in Class C.

Tells SMPTE

(*Continued from page* 1)

the electron stream having three speeds of traverse, produces proper colors at each instant image formation."

Russell, Powell to UK

HOLLYWOOD, Oct. 16.—Participation of Hollywood stars in the British Royal Film Performance program has been confirmed here, with Jane Russell and Jane Powell the first two personalities set to make the trip as members of a unit to be organized and accompanied by Duke Wales, secretary of the Studio Publicity Directors Committee.

'Quo' Cleveland Policy

CLEVELAND, Oct. 16.—A "mixed" policy for the engagement of "Quo Vadis" at Loew's Stillman Theatre here starting Nov. 20 has been announced by the local Loew's theatre headquarters. A continuous policy will be offered from 9:30 A.M. to 3:50 P.M. At that time the box-office will close to open for an 8:30 reserved seat showing, with only one evening performance.

Myers Scores Renegades

(*Continued from page* 1)

found, he said, "to point the industry's collective finger of scorn" at the renegades.

In an address in which he undertook to "define the areas of conflict and the areas of agreement in the motion picture business," Myers told the Memphis meeting that "selfish, opinionated executives who are willing to pull the rug out from under the designated leaders in order to salve their own vanity are a menace to the industry."

He said "outcroppings of this selfishness and obstinacy have impeded the formation and development of Council of Motion Picture Organizations and are handicapping the present 'Movietime' campaign."

Cites Examples of Counter-Activity

Meyers cited two examples of counter-activity by "satraps and lone wolves":

"During the first (anti-tax) campaign and just at a time when we were making real progress toward securing repeal of the entire admission tax, a circuit executive took it upon himself to inform the Congressman from his district that he was well-satisfied with the House action in providing for a reduction of from 20 per cent to 10 per cent and asserted that I was impairing the industry's goodwill by insisting upon total repeal." Myers has been chairman of the taxation and legislative committee of the COMPO.

"Again," he continued, "in the (anti-tax) campaign just closed another executive—a film executive, this time—saw fit to wirte letters to those who were seeking exemption from the admission tax for symphony orchestras, in which he took a position directly contrary to that taken by me in my brief and in my oral argument. You can imagine the speed with which copies of those letters were forwarded to members of the Finance Committee —and the symphony orchestras were exempted while the movies still groan under the load."

In the long run, Myers said, "these few irreconcilables are of little consequence; their futile efforts to halt the march of progress merely remind us of King Canute trying to sweep back the tide." But Myers underscored the possible need for disciplining them.

'One Big Exhibitor Organization'

Myers took the occasion of the joint convention to make observations with respect to the oft-repeated theory that what theatremen need is "one big exhibitor organization."

"I have been somewhat astonished by the expressed desire of certain film company executives for the merging of Allied and TOA into 'one great exhibitor organization,'" he said.

"The pious hope was expressed to me by the general sales manager of one of the major companies within the past two weeks. Others were present and so I suppressed the impulse to ask whether he hoped the amalgamated association would adopt the aggressive policies of Allied, or conform to the traditional—you will note I say 'traditional'—policies of TOA and its predecessor, the MPTO. Nevertheless, I could not resist telling him that if such a merger should take place, and this brought about the condition that he doubtless had in mind, a new exhibitor organization would be formed over night—and it would be a dandy."

Myers spoke of Allied's beginning and its achievements. Its founders, he said, "did not believe, and still do not believe, that an exhibitor association which exists mainly as a social club, meeting once a year for a good time and the transaction of routine business, is worth maintaining. They felt that any organization to be worth while must be equipped and ready to cope with any danger that might threaten its members."

Exhibitor Counter-barrage

Myers held that "if it is proper that the film salesman be bombarded with home office propaganda urging him to get higher film rentals, more percentage engagements, more preferred playing time, etc., it seems to me proper and necessary that the exhibitor associations should lay down a counter barrage."

He provided insight into the extent to which the forthcoming national Allied convention in New York will deal with trade practice problems. "First, the exhibitors will study the reports and compare notes and experiences in the film clinics. If conditions have improved in the meantime, that will be reflected in the reports and resolutions which will be formulated for consideration by the convention. If conditions have not improved, and tempers continue to run high, we can easily predict the nature of the messages that will be presented on the floor."

He added: "Those messages will cite facts, name names, and contain a clarion call for stubborn resistance by all exhibitors to efforts by the distributors to increase their own revenues at the exhibitors' expense at a time when box-office receipts are at a low ebb."

Deplores Film Rental Hike

Myers deplored the increasing of film rentals by two companies during "Movietime." He hit "particularly the lowering of the split figures, bringing into play the 50-50 division at a much lower gross than formerly." Although the consensus is that the plan to increase rentals was conceived and put into operation before "Movietime" got underway, it is nevertheless ill-timed, Myers said.

"It makes it appear that the distributors are afraid to await the expected box-office revival and are out to get theirs now, regardless of the outcome of the campaign," he held. This he termed the greatest obstacle to "Movietime."

"There is reason to hope, even to believe, that in the course of time, and as the decrees in the government suits become effective (trade practice) conflicts will diminish and the exhibition branch of the industry will become more and more unified in outlook and action, if not in organization," said the Allied attorney.

He added that it was his belief that "the growing solidarity among exhibitors, which is evidenced by this joint convention, will thrive on experience but that its development cannot be stimulated by artificial, hot-house methods."

Touching on the "areas of agreement" within the industry, Myers admonished that the industry "must not look for miracles of accomplishment until we have learned to discipline ourselves and are better schooled in the techniques of cooperation." He defined the area as embracing public relations, the stimulation of theatre attendance, legislative activity, and "all matters affecting the welfare of the industry in which there is not conflict of interest."

Myers said he felt "we have only scratched the surface of our possibilities in the mater of beneficial cooperative action."

The national Allied convention slogan, he said, undoubtedly will be, "Cooperate when we can, fight if we must."

TOA Units

(*Continued from page* 1)

the time when television will be as much a part of their programming as short subjects are now." He predicted that professional fights, football games, and even Broadway legitimate theatre productions would play a greater role in the future theatre TV picture. Regarding the costs of theatre TV systems, Wolfson said "we are trying to get TV manufacturers to greater belt-line production so costs will come down and thereby allowing more theatres to purchase TV equipment.

Frank Ahlgren, editor of the *Commercial Appeal,* spoke against censorship in general, saying that censorship —if not stamped out at its first point of origin—would spread.

'Won't Tolerate'

(*Continued from page* 1)

to allow other exhibitors to bid for its pictures. "Yet in another city where United Paramount operates a theatre, Paramount Distributing Co. insists that their old customer bid for the pictures against United Paramount's theatre and peculiarly the UPT theatre usually gets the picture even though its theatre is much smaller than the independent theatre," Rembusch told the gathering.

Rembusch said "a majority of the smaller communities of this country will never have television coverage of any kind" and theatre TV is the only means that can provide any kind of TV service to these "TV—barren communities."

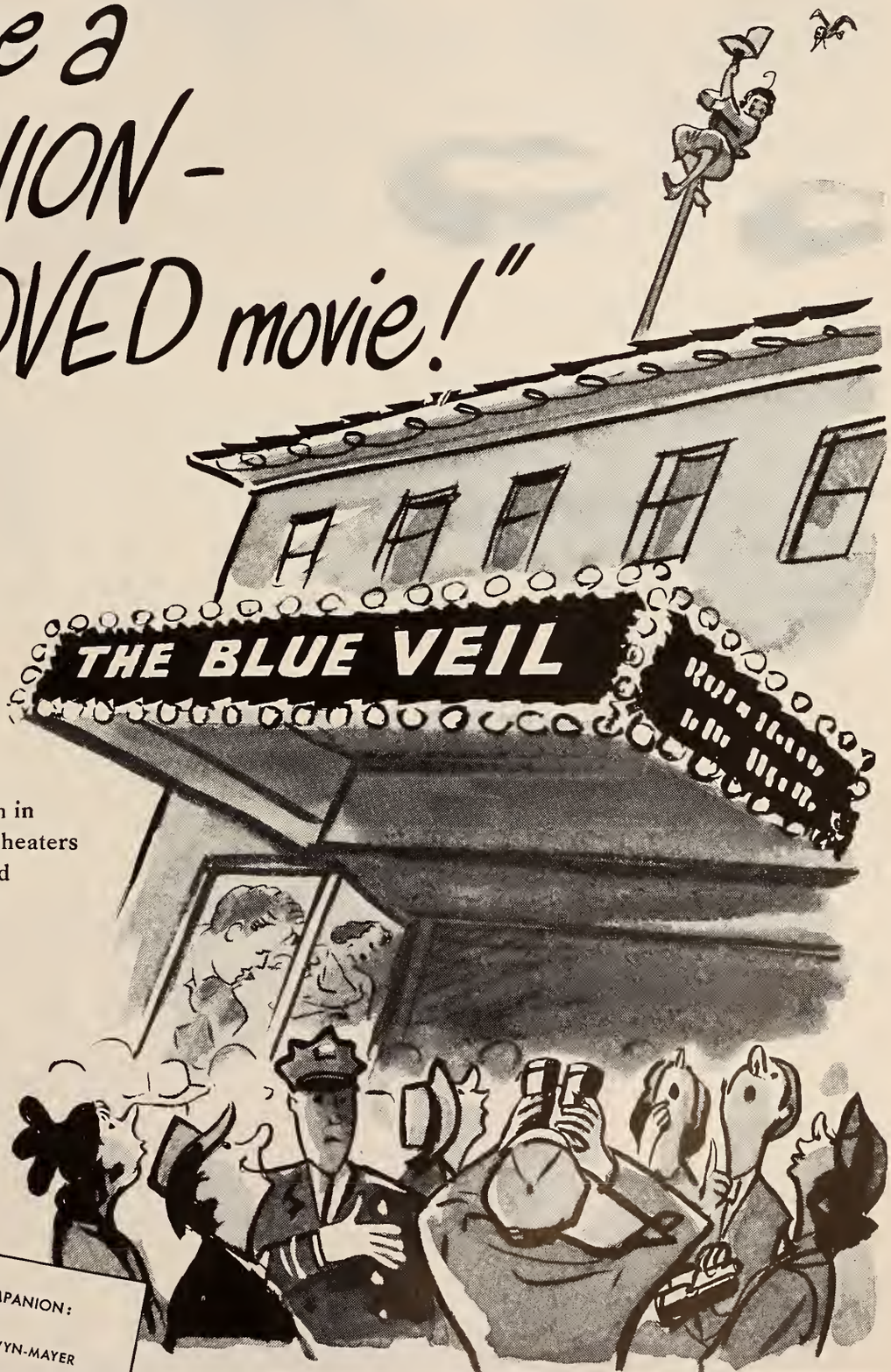
RKO Board Changes

(*Continued from page* 1)

Wardall and Leland Hayward to the board was termed "unacceptable" by a spokesman for Greene, who owns a large bloc of RKO Theatres stock. He said the Greene group would be represented by counsel at tomorrow's hearing in Federal Statutory Court here and would decide then whether to support the Department of Justice's move to oust Dreibelbis as a representative of Howard Hughes. Drebelbis is the only remaining director of the three sought to be removed by the government in line with the RKO divorcement depriving Hughes of control of the theatre company. The other two directors resigned.

"We do not think the election of the two new directors changes anything," a spokesman for Wall Street financial advisor Greene, declared. He also pledged a proxy contest for "stockholders representation" at the first annual meeting of RKO Theatres' stockholders next December.

She said she'd only come down to see a "COMPANION-APPROVED movie!"



No matter where their favorite perches may be, women leave them in droves to rush down to their local theaters for the latest COMPANION-approved movies. They do it so often—that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine.*

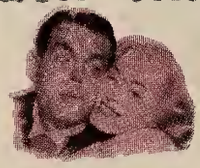
**Except of course the fan magazines!*

Currently advertised in the COMPANION:

"Westward the Women"—METRO-GOLDWYN-MAYER
"Angels in the Outfield"—METRO-GOLDWYN-MAYER
"A Place in the Sun"—PARAMOUNT PICTURES CORP.
"The Blue Veil"—RKO RADIO PICTURES

Woman's Home COMPANION
CIRCULATION: MORE THAN 4,000,000

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

The crowds are back thanks to "David and Bathsheba"  The crowds are back thanks to "People Will Talk"  The crowds are back thanks to "The Day The Earth Stood Still"  The crowds are back thanks to "A Millionaire For Christy"  The crowds are back thanks to "Meet Me After The Show"  The crowds are back thanks to "Mr. Belvedere Rings The Bell"  The crowds are back thanks to "The Secret Of Convict Lake"  The crowds are back thanks to "The Frogmen"  The crowds are back th[illegible] to "Take Care Of My Little Girl"  T[illegible]



There's No Business Like 20th Century-Fox Business

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 76 NEW YORK, U. S. A., THURSDAY, OCTOBER 18, 1951 TEN CENTS

Sign US-UK Pact at D.C. Ceremonies

O'Hara, Arnall, Lee Make New Agreement Official

WASHINGTON, Oct. 17.—The new Anglo-American film agreement was signed in brief ceremonies here today at the headquarters of the Motion Picture Association of America.

MPAA vice-president Joyce O'Hara and Society of Independent Motion Picture Producers president Ellis Arnall signed for the American film companies, while Sir Frank Lee, permanent secretary of the British Board of Trade, did the job for the British Government.

The actual signing ceremonies were "so brief they were over before they started," according to an MPAA official. However, a lengthy luncheon preceded the signing. Secretary of the Treasury Snyder, MPAA president Eric Johnston, Loew's president Nicholas M. Schenck and other film in-

(*Continued on page 7*)

Agenda Completed For St. Louis Meet

ST. LOUIS, Oct. 17.—Tom Edwards, president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois today disclosed a basic eight-point program for the organization's forthcoming annual convention, to be held in the Chase Hotel here on Nov. 5-6.

There will be full-dress discussions on what "Movietime U. S. A." can do for exhibitors in the months ahead,

(*Continued on page 7*)

Commends Industry For 'Movietime'

WASHINGTON, Oct. 17.—Senator Alexander Wiley (Rep., Wisc.) long-time applauder of the film industry, today inserted in the *Congressional Record* a lengthy statement praising films and television, and citing "Movietime U. S. A." especially.

Declaring that "this is a visual age as well as an atomic age," Wiley

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CDA Shaping Up A Test to Determine Cost of Theatre TV for Defense Plan

Washington, Oct. 17.—The Civil Defense Administration will use an upcoming test of theatre television to determine the exact costs of employing the new medium for training purposes.

Officials of the agency said the second test of theatre TV is now tentatively set for the end of November or the beginning of December. They reported they have not been too successful so far in figuring out exact costs of using theatre TV as a training agency, and that they hoped both the theatres and themselves would be able to develop such figures from the forthcoming test. Cost will be a major consideration in any CDA decision on how widely to employ large-screen theatre televison in its training program.

Lightman, Jr., Mohrstadt Elected at Memphis Meet

MEMPHIS, Oct. 17.—M. A. Lightman, Jr., Malco Theatres official, of Memphis, today was elected president of Tri-States Theatre Owners (Theatre Owners of America affiliate), and John Mohrstadt, of Hayti, Mo., was re-elected president of Allied of the Mid-South.

These two rival exhibitor organizations, meeting jointly in Memphis to launch "Movietime U. S. A.," held separate sessions for the elections.

Other officers elected were:

Tri-States Theatre Owners: Gordon Hutchins, Corning, Ark., Nathan Flexer, Waverly, Tenn., and Mrs. R. B. Cox, Batesville, Miss., vice-presidents; Leon Roundtree, Holly Springs, Miss., secretary-treasurer; W. F. (Bill) Ruffin, Jr., Covington, Tenn., national representative to the TOA board, and T. E. Williams, Clarksdale, Miss., regional vice-president to the TOA board.

Arkansas directors elected: Don Landers, Harrisburg; Mrs. Jessie Howe, Hot Springs; R. L. Cochran, Little Rock; Sam Kirby, Little Rock. Mississippi directors; E. W. Clintton,

(*Continued on page 7*)

Korean Forces Get Kinescoped Shows

WASHINGTON, Oct. 17.—Five kinescoped television shows have been sent to Korean bases for troop entertainment within the past few weeks, according to the Army and Air Force Motion Picture Service. Additional shows will probably be sent over soon.

Army spokesmen stress the fact that the shows, which will be seen by forces afloat as well as on land, are intended to supplement motion picture shows rather than replace them. The kinescopes will not be shown, they

(*Continued on page 7*)

$1 ADMISSION TO KEY SKOURAS HOUSE FOR AN ENTIRE FAMILY

Skouras's key Jamaica Theatre, Jamaica, Long Island, has adopted a "Family Night," once weekly, on Friday, during which an entire family will be admitted for the low-budget price of $1. This, according to William A. White, general manager of Skouras Theatres, is an effort to war on today's spiraling prices.

"In offering this low family-group admission on "Family Night," Skouras Theatres primarily are motivated by a sincere desire to bring our patrons the best entertainment at prices which meet the requirements of today's strained budget," said White. "This is also our contribution to the 'Movietime U.S.A.' campaign which is focusing public attention upon the value of the motion picture theatre as a center of relaxation."

Revealing additional features of the "Family Night" programs, Earl Logue, managing director of the Skouras Jamaica, stated that prizes will be awarded each Friday night to the largest family attending the theatre. One $50 Defense Bond and one $50 gift certificate, redeemable for fifty dollars' worth of children's wear, will be presented each week by Macy's in Jamaica. The program consists of an all-star "in person" show and a first-run picture.

Sees Backseat For Sports in Theatre Video

Fabian Tells Film Board Of Medium's Prospects

Sports, which today play the most significant role in theatre television programming, will have only a minor part in the future of theatre TV, S. H. Fabian, president of the National Exhibitors Television Committee, yesterday forecast in an address before a meeting here of the New York Film Board of Trade.



S. H. Fabian

"Our theatre television programming," Fabian told the gathering of industry executives, "will be limited only by the showmanship and imagination of the people within the indus-

(*Continued on page 6*)

UPT Again Cancels Eleven Games on TV

For the third consecutive week, United Paramount Theatres' Midwest television circuit will not carry a telecast of a college football game this Saturday, it was learned here. The reason, as explained in the initial UPT announcement, is that circuit executives believe that there is a lack of sufficient public interest in the initial games of the season.

Meanwhile, Theatre Network Tele-

(*Continued on page 6*)

11 from 20th-Fox In Last Quarter

With the addition of "I'll Never Forget You," in Technicolor, starring Tyrone Power, Ann Blyth and Michael Rennie, to the December release schedule, 20th Century-Fox will have 11 features going out during the three months ending Dec. 31.

The revised release schedule for November follows: "Let's Make It Legal," starring Claudette Colbert,

(*Continued on page 7*)

Prince Philip Receives $1,000 for Home Tent

Toronto, Oct. 17.—In behalf of Famous Players Canadian Corp., of which he is president, J. J. Fitzgibbons, CBE, has presented $1,000 to his Royal Highness Prince Philip in honor of the Toronto Variety Tent, the money to go toward the project of the London England Variety branch, which is the reestablishment of enemy destroyed playing fields for juveniles in Great Britain. Prince Philip, now on tour in Canada with Princess Elizabeth, is chairman of the Playing Fields Association of Britain and as such is an honorary member of the London Tent.

RCA's Kreutzer Sees Good Business Ahead

HOLLYWOOD, Oct. 17.—The Radio Corporation of America will "stake more millions" on greater future film business, Barton Kreutzer, product manager of RCA engineering department, told 30 Hollywood studio officials at a special luncheon today at the Brown Derby. Kreutzer said RCA will greatly expand its facilities in Hollywood, adding to its personnel, and headquartering more of its key people in its Los Angeles office.

Two-Part Drive For Albany Variety Club

ALBANY, Oct. 17.—The Variety Club here has decided to split the eighth annual drive for its Heart Fund and Variety-Albany Boys Club summer camp into two parts.

A Big Brother campaign, spearheaded by second assistant chief barker Harold Gabrilove, will start about Nov. 1 to solicit individual contributions. The public appeal will start April 1, this being timed to coincide with the effort of the Albany County Restaurant and Liquor Dealers Association makes to raise money for the camp. The association has cooperated in this for two years.

Sandor Klinger Services

CLEVELAND, Oct. 17.—Funeral services were held today in the Temple Memorial Funeral Home for Sandor Klinger, former owner of the Ritz and Ambassador Theatres of Cleveland which he operated in partnership with Morris Berkowitz and Oscar Stotter. Klinger died Monday of a heart attack. Two daughters survive.

Abraham Harrison, 59

NEW ORLEANS, Oct. 17.—Abraham Harrison, 59, a pioneer in motion pictures in the South, died Monday at the DePaul Sanitarium. He had been inactive for the past year because of ill health.

'Show Biz' Out Nov. 7

"Show Biz (From Vaude to Video)," by Abel Green and Joe Laurie, Jr., will be published on Nov. 7 by Henry Holt and Co.

Personal Mention

DORE SCHARY and DOUGLAS FAIRBANKS, JR., will be among the speakers at the New York *Herald Tribune* Forum sessions this year, with SCHARY scheduled for Oct. 23 and FAIRBANKS for Oct. 24.

•

LILLIAN BRAMSON, assistant to ETHEL BLACK, purchasing agent here for Universal Pictures, will be married on Nov. 3 to HENRY GOLOVIN, JOSEPH TRICARICO will take over her post.

•

BERNIE RUBIN, distributor for Jack Broder Productions in the Cleveland territory, is in New York for conferences with BUDD ROGERS, who heads Broder sales.

•

CLARENCE GREENE, producer-writer, will leave here today for a tour of Eastern cities in connection with multiple first-run engagements of "The Well."

•

MILTON E. COHEN, United Artists Western and Southern sales manager, will leave New York today on a two-week tour of exchanges in his territory.

HARRY M. KALMINE, president and general manager of Warner Brothers Theatres, accompanied by HARRY GOLDBERG, publicity and advertising director, and NAT FELLMAN, circuit film buyer, are in Newark today from here for a meeting with district and theatre managers in that zone. They will attend similar meetings in Washington and Chicago next week.

•

BEN BABB, Paramount's national coordinator of promotion, will leave here today for Chicago and will then head for Detroit.

•

CHARLES BOASBERG, RKO Radio North-South division manager, is in Atlanta today, and will next go to Charlotte and Jacksonville.

•

ARTHUR C. BROMBERG, president of Monogram-Allied Artists Southern exchanges in Atlanta, is visiting Memphis and Florida.

•

CHARLES DEARDOURFF, former M-G-M field publicity man, and his wife recently celebrated their 50th wedding anniversary.

2nd Industry Exhibit To Tour Schools

The second in a series of continuing motion picture industry exhibits, sponsored by the Organization of the Motion Picture Industry of New York in cooperation with the Board of Education as a travelling display for high schools, has been opened at Thomas Jefferson High School, Brooklyn.

The exhibit consists of costumes and props used in M-G-M's "Quo Vadis," and Universal-International's "The Golden Horde," in addition to photographic synopses of the two productions. The exhibit will remain at the school for two weeks and will then begin travelling throughout the high school's of the Metropolitan area at two week intervals.

Dollar Figures Big For 'Missouri'

"Across the Wide Missouri," which has opened in 16 Loew's situations, is said to be outgrossing M-G-M's "The Great Caruso," "Kim" and "Father's Little Dividend."

In 12 comparable engagements, it grossed $60,929 against $45,587 for "The Great Caruso," while in 11 comparable situations, it grossed $60,663 against $50,552 for "Kim" and $60,552 against $50,809 for "Father's Little Dividend."

Gilford and Angelo Will Produce Three

HOLLYWOOD, Oct. 17.—Max M. Gilford, attorney and California chairman of the Committee on the Portrayal of Lawyers in Motion Pictures, has temporarily retired from law practice for the purpose of producing three features under the corporate name of Pegasus Productions, with Edmond Angelo as his partner.

Davis Opens a 3-Day British CMA Meet

LONDON, Oct. 17.—John Davis, general manager of the J. Arthur Rank organization, yesterday opened at Harrogate, Yorkshire, a three-day Circuit Management Association convention attended by Gaumont and Odeon managers from Northern England and Scotland.

Managers discussed ideas and ideals, with emphasis on showmanship. Among representatives of the American industry who are attending the meeting is Al Daff, director of world-wide sales for Universal-International.

Gurian Managing Monogram Exchange

CINCINNATI, Oct. 17.—Milton H. Gurian, who resigned as manager of the Monogram exchange here a year and a half ago to become local Lippert manager, again has taken over the Monogram branch, following the company's acquisition of the franchise from George B. West and W. Ray Johnston. West operated the exchange. Gene Tunick, formerly a local film salesman, but later appointed Lippert manager in Indianapolis, has returned here to succeed Gurian.

'U' Engages Mosher

Paul Mosher, television and radio consultant, engaged by Universal to work with the company's Eastern advertising-publicity department on a concentrated radio and television promotional campaign for "Meet Danny Wilson."

$1.06 Columbia Dividend

Columbia Pictures' board of directors has declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable on Nov. 15 to stockholders of record on Nov. 1.

Sponable Gets Two Awards at SMPTE Coast Convention

HOLLYWOOD, Oct. 17.—The presentation of two awards for outstanding contributions to technical advancement to Earl I. Sponable, marking the first time one man has been given two awards at a Society of Motion Picture and Television Engineers function, highlighted tonight's convention banquet here, which was attended by 350, in the Blossom Room, Roosevelt Hotel. The awards were the Samuel L. Warner Memorial Award and SMPTE's Progress Medal. The Journal Award went to A. B. Jennings, W. A. Stanton and J. P. Weiss, and honorable mentions were given C. E. Ives, C. J. Kunz, F. H. McIntosh, A. F. Inglis and Pierre Mertz.

A report by Philip Cowett, U. S. Navy, on the present quality of 16MM release prints, which furnish the Navy with its principal entertainment, proved the outstanding event on the day's agenda, when engineers attending the session responded with constructive suggestions to Cowett's largely critical remarks.

Magnetic recording devices, rapidly succeeding film-recorders in Hollywood studios, will be the principal topic of tomorrow's session.

To Honor Schary, Pirosh for 'Broke'

HOLLWOOD, Oct. 17.—Dore Schary, vice-president in charge of M-G-M production, and Robert Pirosh, writer-director, will be honored by the Los Angeles County Conference on Human Relations for M-G-M's "Go for Broke!" Awards will be made Oct. 27 at George Pepperdine College.

Schary will be in New York for the world premiere of "Quo Vadis" at the Capitol and Astor theatres and the award for him will be accepted by Pirosh.

20th SPG Members To Demonstrate

A demonstration by members of the Screen Publicists Guild of 20th Century Fox's home office is slated to be held tonight in front of Broadway's Rivoli Theatre, now playing 20th's "David and Bathsheba." The slated action is in protest against the company's alleged refusal to give assurances that it will not eliminate the 27 employes in its advertising copy and art departments if and when 20th-Fox transfers the work to an outside advertising agency.

Judy Garland Packs RKO Palace Here

The RKO Palace, now headlining Judy Garland for its return to a two-a-day vaudeville policy, is virtually sold out for evening performances for the next seven days, the management reported here yesterday. Tickets are selling from $1.20 to $4.80.

Yesterday's matinee duplicated last night's sell-out.

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We hope you were at the Trade Shows

of Warner Bros. "Close to my Heart"

Everyone who attended knows this one

is a big one — — You'll feel great because

it will make your audiences feel great!

National Release

November 3rd!!!



STARRING RAY MILLAND and GENE TIERNEY

WITH FAY BAINTER

DIRECTED BY WILLIAM KEIGHLEY

PRODUCED BY WILLIAM JACOBS

Written by JAMES R. WEBB From his story in Good Housekeeping Magazine • Music by Max Steiner

It's 'Movietime U.S.A.'—Now and Every Day!

Only the Waterfront Shadows Knew Their Secrets!

ONLY THE ANGRY SEA MATCHED THE PASSIONS



UNIVERSAL-INTERNATIONAL presents

THE RAGING

Starring

Shelley WINTERS · **Richard CONTE**

as "Connie", of the waterfront — *as "Bruno", the fugitive*

Stephen McNALLY · **Charles BICKFORD**

as "Kelsey", the hunter — *as "Hamil", the fisherman*

Alex NICOL with **John McINTIRE**

as "Carl", the sailor



Screenplay by ERNEST K. GANN · Directed by GEORGE SHERMAN · Produced by AARON ROSENBERG

U-I MAKES THE PICTURES


THAT STORMED THEIR LIVES!
TIDE
"When a man's looking for trouble—there's always a woman to show him the way!"
EVERY EXPLOSIVE THRILL FROM THE PAGES OF THE SENSATIONAL BEST-SELLING BOOK > > > >
FIDDLER'S GREEN
by ERNEST K. GANN
WITH THE BUILT IN PROFIT !

Coming Events

Oct. 18-19—Society of Motion Picture and Television Engineers 70th semi-annual convention, Hollywood-Roosevelt Hotel, Hollywood.

Oct. 19-20—Universal sales meeting, Ambassador Hotel, Los Angeles.

Oct. 20—Monogram-Allied Artists regional sales meeting, Ambassador Hotel, Los Angeles.

Oct. 22-23—Motion Picture Exhibitors of Florida annual meeting, George Washington Hotel, Jacksonville.

Oct. 22-24—M-G-M sales meeting, Ambassador East Hotel, Chicago.

Oct. 28-Nov. 1—Allied States Association board meeting and national convention, Biltmore Hotel, New York.

Oct. 31—National Television Film Council meeting for nomination of officers, New York.

Nov. 6-7—Kansas-Missouri Theatre Association annual convention, Hotel President, Kansas City.



The NEW HAVEN TRADE SHOWING of "TWO TICKETS TO BROADWAY" (Technicolor) will be held at the Poli Theatre, Friday, October 26, at 8:30 P.M. RKO RADIO PICTURES, INC.

IN A SPECIAL TRAILER HURRY! WE'LL GIVE YOU F-A-S-T-E-S-T SERVICE FINEST QUALITY 1327 S. Wabash Chicago, Illinois FILMACK 630 Ninth Ave. New York, N. Y.

INDEPENDENT FILM EXCHANGE
equipped to distribute new American and foreign films, in New York metropolitan area, as well as on a national basis.
Call or write
Jack Bellman, Realart Film Exchange, 630 9th Avenue, New York City. Telephone Circle 6-1717.

Theatre Video

(Continued from page 1)

try and the people without the industry who are taking an interest in theatre television."

The head of Fabian Theatres termed the quality of the present theatre TV picture "not good enough for entertainment purposes, although probably adequate for sporting events." This limitation in quality he cited as one of three "road blocks" to the growth of large screen TV.

Optimistic of Improvements

He was optimistic, however, of improvements in quality. He maintained that such improvements were being manifest "all the time," and added that "in the scientific age in which we live I am firmly of the opinion that our scientists and engineers will correct prevailing flaws."

The other "road blocks" cited were: (1) At the present time the limited number of cities to which the coaxial cable goes and the limited number of cables and the limited amount of time available on these cables is something which must be resolved before installations will be made at a rapidly increasing rate; (2) prices of present sets are too high to warrant widespread use of the sets for all types of theatres and it is believed that competitive forces, such as competition among manufacturers especially, will rectify this road block shortly."

The meeting, at which Sol Trauner, board president, presided, heard Fabian assert that "theatre television began to move forward with great rapidity after the success achieved by the Louis-Savold fight. The results of that fight," he said, "brought an avalanche of orders to set manufacturers, notably RCA, and it is estimated that more than 100 sets will be in operation before the end of this year." He then cited the three road blocks which have been retarding the rate of growth of theatre TV "which could be predicated on the ability of the set manufacturers to produce next year."

He said the main concern, "and the one that will result in the greatest advance in theatre television," is to secure the TV channels for which application has been made to the Federal Communications Commission. The channels, he said, would remedy to a great extent the quality of the picture.

"The future in my opinion is very rosy with a combination of theatre television to supplement what Hollywood can produce for us. Theatre TV will never replace motion pictures, but theatres have always had added attractions such as presentations, orchestras, vaudeville, bank night, great short subjects." Theatre TV, he said, will be "an added filip to make our entertainment attractive to the public."

Shupert Joins Small, Lesser in TV Firm

George Shupert, who has resigned as vice-president of Paramount Television Productions, will join producers Edward Small and Sol Lesser in establishing a firm for the production and distribution of films for television.

Shupert will leave here Monday for the Coast where he will confer with the principals of the new venture.

Video in Denver Theatre, Hotels, But Not in Homes

DENVER, Oct. 17.—Denver will soon become the only city in the country with television in hotel rooms as well as on a theatre screen at the Broadway, but without it in homes. The Brown Palace and Cosmopolitan hotels, which showed television to thousands during the world series, will add television to a total of 218 private rooms. The Brown Palace will add television to 59 rooms that were remodeled in 1937, to which conduits were placed for coaxial cables. The Brown will also put television in four of its semi-public rooms that are used for luncheons, conventions, etc. At the Cosmopolitan all of the new 160 rooms in its forthcoming addition will also be wired for television.

The Broadway, which packed the house, for free, for four games of the world series, expects to telescreen football bames this fall, but with paid admissions. The theatre has joined Eastern theatres in bidding for fights. Also, negotiations are on for the showing of New York and Hollywood produced telecasts.

Denverites had their appetite whetted for television during the series, and the hotel rooms are expected to be in wide demand during telecasts.

KFEL brought in the world series on a closed circuit.

N. Y. Circuit Leaders To Coast in Mid-week

New York circuit executives Fred J. Schwartz, Joseph Vogel, Sol Schwartz, Leonard Goldenson and Max A. Cohen have tentatively set the middle of next week for their departure for the Coast where they will confer with studio executives on plans for the $400,000 industry exposition slated for New York's Grand Central Palace in the spring.

If there is mutual agreement at the Coast conference that the project would be feasible, it is expected that the Motion Picture Association of America will provide the $400,000 which it will cost to put on the show.

UPT Cancels Games

(Continued from page 1)

vision is going ahead with plans to televise the Pittsburgh-Notre Dame game on Saturday for theatres in the East. The number of theatres and their location has not yet been disclosed by TNT.

'Movietime'

(Continued from page 1)

said films and TV teach, inform, entertain and arouse, and are having more and more affect on the legislative and political affairs of the nation.

TV, Lusty Infant

The Wisconsin Republican outlined recent developments in the film and television industry, and noted especially the current "Movietime U. S. A." campaign. "By this campaign," he said, "the movie industry is using its traditional competitive salesmanship to meet head-on its current problems, particularly those posed by that lusty infant of visual media, television. Those of us who are familiar with Hollywood's generous services to a great many patriotic causes—war bonds, blood donations, USO, Community Chests, infantile paralysis drives—note that for once the movie industry is taking the time to bespeak its own cause. It is certainly eminently justified in that respect."

The outcome of the 1952 elections may well hinge on the opposing candidates' use of TV and motion pictures, Wiley said.

Line-up of 'Movietime' Radio Program Is Set

The "Movietime U. S. A." radio program line-up through Oct. 26, featuring top Hollywood talent, in addition to most every type of film studio worker, was announced here yesterday.

The half-hour program is being heard daily, Monday through Friday, for 13 weeks, over the 432 stations of the Liberty Broadcasting System in all parts of the nation.

The line-up of talent follows: Today, Ezio Pinza and Edwin Knopf, writer-producer of M-G-M's "Mr. Imperium"; tomorrow, George Stevens, director of Paramount's "A Place in the Sun;" Monday, Peggy Dow, starlet, and Bob Palmer, casting director of Universal-International's "Bright Victory;" Tuesday (to be set); Wednesday, Gigi Perreau, child star, and Mrs. Gladys Hoene, studio school teacher; Oct. 25, Gene Kelly and Vincente Minelli, director of M-G-M's "An American in Paris;" Oct. 26, Mona Freeman and Peter Hanson, stars of Paramount's "Darling, How Could You."

To TV Army-Navy Game

This year's Army-Navy football game will be carried on a Coast-to-Coast television hookup for the first time, National Broadcasting announced here. The game, scheduled for Dec. 1, will be sponsored by Gillette.



US-UK Pact

(*Continued from page* 1)

dustry and U. S. and British Government officials attended the luncheon.

The agreement provides for a continued basic remittance of $17,000,000 annually, plus a bonus for British production, set at 33 per cent, and a $4,000,000 guarantee from Eady Plan revenue. It has been estimated that, with good pictures and continued high attendance, the Americans may be able to take out $27,000,000 during the first year of the two-year pact.

The guest list also included: SIMPP vice-president James Mulvey, Universal vice-president John O'Connor, Paramount International president George Weltner, and R. K. Hawkinson, assistant foreign manager of RKO. Assistant Secretary of State George Perkins was the top man of four State Department officials at the luncheon, while other guests came from the Commerce Department, British Information Service and the British Embassy.

Korean Forces

(*Continued from page* 1)

say, any place where there are motion pictures playing for paid admissions.

The kinescopes were passed by the Armed Forces Television Selection Committee, which consists of representatives of AAFMPS and the Navy Motion Picture Service. In addition, they were cleared by ASCAP, RMI, the AFM and the Television Authority.

The kinescopes are made available to the Armed Forces by the sponsors, who pay the cost of editing and cutting out all advertisements except for a sponsors credit at the beginning and end of each film.

The five shows already sent over are Lucky Strike's Hit Parade and Man Hunt, Camel's Man against Crime, Pepicola's Faye Emerson Show and Autolite's Suspense.

82 Shows Are Ready For U. S. Forces Abroad

Eighty-two professional variety companies will be sent halfway around the globe to entertain U. S. Armed Forces, starting Nov. 1, it was announced here by USO Camp Shows.

The proposed programs call for the production of one new show every three weeks to be sent to some of the most distant outposts. In addition, special units made up of Hollywod stars and other guest celebrities will be scheduled for various tours.

For St. Louis Meet

(*Continued from page* 1)

and on theatre television operation; also, on improved grosses at drive-in theatres. How to obtain greater returns from concessions is another subject. Slated importantly on the agenda is the subject of the "personal" touch in public relations.

An open forum will feature an exchange of ideas with industry executives and a complete report will be made by organization delegates on the proceedings at the recent New York convention of the Theatre Owners of America. Legislative problems and taxation are also down for discussion.

There will be a trade exposition of equipment and related items, two luncheons, two receptions and the usual annual banquet.

Reviews

"The Raging Tide"

(*Universal-International*)

AS A GANGSTER-TYPE melodrama "The Raging Tide" has it point of novelty in that its main locale is not the usual teeming Metropolitan area but a small fishing boat on the high seas. Richard Conte plays a thug who kills an underworld rival and then uses the little craft skippered by Charles Bickford as a hideaway.

The picture was fashioned along smart lines of popular appeal and showmen can be assured that the general customer will be absorbed throughout.

Others in the proceedings are Shelley Winters, Conte's tough-talking sweetheart; Stephen McNally, the patient detective who tracks Conte down, and Alex Nicol, Bickford's son who thirsts to break away from the fishing routine and get in on the easy money.

Once Conte ships out on the boat a number of things happen. First he offers a job to the willing Nicol as a collector of gambling debts. Conte then uses Nicol as a bearer of messages to Miss Winters, a decision which backfires. Conte also finds himself slowly undergoing the regenerative influences of Bickford's religious-minded outlook.

In time the brewing hostility between Nicol and Conte flares into the open to further deepen the complications. With the police closing in on Conte, he hits on the scheme of clearing himself by framing Nicol. A turbulent storm at sea produces a change in Conte, however, and he goes down rescuing Nicol. Thus at the finale, it is wedding bells for the latter and Miss Winters. Aaron Rosenberg produced and George Sherman directed, from a screenplay by Ernest K. Gann.

Running time, 93 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

"Slaughter Trail"

(RKO Pictures)

LIVELY, fetching tunes add new dimensions to this fast-paced Cinecolor Western which should please both action fans and the large American audience which enjoys folk music. Musical director Darrel Calker uses the many ballads and songs effectively to advance the plot which runs along standard lines with plenty of gun-play and Indian fighting.

"Slaughter Trail" finds Brian Donlevy as the rugged Captain of a frontier fort near the Arizona border where Indians are on the war path as a result of nefarious killings by a bandit trio. Virginai Grey, as Lorabelle Larkin, is in cahoots with the bandits, led by handsome, tough Gig Young, as Vaughn. But after finding a sanctuary in the fort, Miss Grey undergoes a change of heart, being won over by Donlevy's little daughter and by the captain himself. The film ends with a wild Indian attack on the fort and with the bandit trio killed off. In true Western style, Donlevy doesn't clinch with Miss Grey in the closing scene but bids her a rather stoic farewell.

The comic relief is supplied by Andy Devine and the vocal honors go to Terry Gilkyson who also composed some of the melodies, as Trooper Singalong. One of the tunes, "I Wish I Wuz," by Syd Kuller and Lynn Murray is already on the Hit Parade. "Hoofbeat Serenade" and "Ballad Bandelier," also by Kuller and Murray, are two numbers written especially for the film. Other catching tunes include "Everyone's Crazy 'Ceptin' Me," by Gilgyson and Kuller, and "Jittery Deer-Foot Dan," by Giklyson.

Others in the cast include Robert Hutton, Lew Bedell, Myron Healey, Ken Koutnik and Eddie Parks. It was produced and directed by Irving Allen, from a screenpliay by Sid Kuller.

Running time, 78 minutes. General audience classification. Release date, Oct. 11.

MURRAY M. HOROWITZ

Lightman

(*Continued from page* 1)

Monticello; L. Elkins, Aberdeen; T. L. Jordan, Iuka; Charles Endy, Houston. Tennessee directors: Edwin Sapinsley, Memphis; Mrs. H. A. Fitch, Erin; Mrs. Louise Mask, Bolivar; Norman B. Fair, Somerville.

Mid-South Allied elected the following additional officers: Grady Cook, Pontotoc, Miss., Edward Cullins, Memphis, Roy L. Cochran, Little Rock, Mo., and Lyle Richmond, Senath, Whyte Bedford, Hamilton, Ala., all vice-presidents; Arthur Rush, Houston, Miss., chairman of the board; Dwight Blissard, Okolona, Miss., secretary-treasurer.

Directors elected were: Tom Ballas, Memphis; Jim West, Memphis; Robert West, Centerville, Tenn.; Guy B. Amis, Lexington, Tenn.; Mrs. Clara M. Davis, Drew, Miss.; T. M. Jordan, Iuka, Miss.; C. W. Tipton, Manila, Ark.; Lawrence Landers, Batesville, Ark.; Gene Higginbotham, Leachville, Ark., and John Mohrstadt.

11 From 20th-Fox

(*Continued from page* 1)

MacDonald Carey, Zachary Scott and Barbara Bates; "Anne of the Indies," in Technicolor, starring Jean Peters, Louis Jourdan and Debra Paget, and "Golden Girl," Technicolor musical with Mitzi Gaynor, Dale Robertson, Dennis Day and James Barton.

For December release: "The Girl on the Bridge" (formerly titled "The Bridge"), Hugo Haas production, starring Haas, Beverly Michaels and Robert Dane; "Fixed Bayonets" with Richard Basehart, Michael O'Shea and Gene Evans; "Elopement," Clifton Webb, Anne Francis, Charles Bickford and William Lundigan, and "I'll Never Forget You."

October releases are "No Highway in the Sky," "The Desert Fox," "Love Nest" and "Journey Into Light."

$8,000 for 'Desert Fox'

The biggest opening day business in three years for a week-day bow was reported yesterday by the Globe Theatre here where 20th-Fox's "The Desert Fox" grossed an excellent $8,000 for its first day, yesterday.

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Baby, it's GOLD outside!



COLOR BY Technicolor

The GOLDEN HORDE of Genghis Khan



The box-office goldrush is off to a great start

at the *Paramount Theatre*, New Haven; *Strand*, Manchester, N. H.; *Paramount*, Springfield, Mass.; *Cataract*, Niagara Falls; *Broadway*, Portland, Oregon; *Wisconsin*, Milwaukee

...and these are just the first of the 408 theatres whose engagements of "The Golden Horde" were nationally advertised in Look and Life magazines.

Stake your claim now at your U-I Exchange!

The Universal International

UNIVERSAL-INTERNATIONAL presents **"THE GOLDEN HORDE"** Color by **TECHNICOLOR**
Starring ANN BLYTH · DAVID FARRAR with George Macready · Richard Egan and Peggie Castle
Screenplay by Gerald Drayson Adams · Directed by George Sherman · Produced by Howard Christie and Robert Arthur

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 77 NEW YORK, U. S. A., FRIDAY, OCTOBER 19, 1951 TEN CENTS

RKO Theatres Board Wins Court Tilt

Bid to Remove Dreibelbis From Directorate Fails

The Government's move to force the resignation of J. P. Dreibelbis from the board of directors of RKO Theatres Corp. was rejected here yesterday by the Federal Statutory Court, which held there was no merit in the government's contention that Dreibelbis represented Howard Hughes on the RKO board.

The court, presided over by Judges Augustus N. Hand, Henry W. Goddard and Alfred C. Coxe, also dismissed a second government motion seeking to place certain restrictions on the voting rights of the Irving Trust Co. as trustee of Hughes' RKO Theatre Corp. stock. The rejected U. S. petition sought

(*Continued on page* 12)

Senate Gives New Tax Bill to House

WASHINGTON, Oct. 18.—The Senate late today passed a new compromise tax bill, and the fate of the bill was again put up to the House.

The new bill was agreed on by House-Senate conferees earlier today, and as far as admissions and photographic excise provisions and other

(*Continued on page* 11)

RCA's Elliott Links Theatre, Home TV

Philadelphia, Oct. 18.—In an address before a bankers' meeting here, Joseph B. Elliott, vice-president in charge of Consumer Products, RCA Victor affiliate, said:

"I should like to end the rumor that home television interests are currently building up a war chest to battle theatre TV," Elliott said. "Quite the contrary. The Radio and Television Manufacturers Association has appointed a committee to work out a plan under which theatre TV and home TV interests can operate to their mutual benefit."

Compo Bids Member Groups Form Nominating Committee

The Council of Motion Picture Organizations has asked each of its 10 charter member organizations to appoint a member to the COMPO nominating committee which will select an official slate of officers to serve the all-industry agency during 1952.

When the 10 members of the nominating committee are named they will meet a number of times, it is expected, before a slate of nominees is drafted. They are faced with the formidable task of finding a successor to Arthur L. Mayer, COMPO executive vice-president, who has made known his unwillingness, for business reasons, to accept another term.

The COMPO executive board will meet in mid-December to elect the officers for the coming year. It is expected that a strong effort will be made to persuade Ned E. Depinet, COMPO president, to accent another term, and that Robert W. Coyne, special counsel, will be reelected. Herman Robbins is serving as acting treasurer fol-

(*Continued on page* 11)

'Movietime' Air Programs Click

"Movietime U. S. A." the half-hour radio program which today ends the first week of its 13-week schedule as one of the features of the national "Movietime U. S. A." campaign has scored a hit with radio audiences and exhibitors in all parts of the country, it was reported yesterday by H. W. Bumpas, vice-president of the Liberty Broadcasting System.

"I have not yet received official notices from station managers as to

(*Continued on page* 11)

P.A. TOURS MUST END CRITICISM OF THE INDUSTRY: PAUL SHORT

DALLAS, Oct. 18.—The personal-appearance tours of Hollywood stars for "Movietime U. S. A." "must mark the cessation of criticism of the motion picture industry and its people," declared Paul Short, National Screen Service executive here, at an executive committee meeting of Texas Council of Motion Picture Organizations showmen.

Short expressed himself frankly and vehemently in regard to the "quick critics" of Hollywood, basing his statements on the results of the tours.

"The recent personal appearances of Hollywood stars in Texas must mark the cessation of criticism of the motion picture industry and its people, the national screen executive declared.

"Why do I say must?" he asked, "The very fact that this group of actors, actresses and personalities, representing Hollywood, comported themselves in such a manner that

(*Continued on page* 11)

441 Features in 1951, 96 Productions Are in Color

U. S. exhibitors will have had at their disposal in 1951 the high total of some 441 feature productions, a record number of 96 of them in color, representing 22 per cent. Last year, when 376 new domestic features were made available, there were 69, or 18 per cent, in color. The films include only those coming from major producers, the smaller studios and independents and do not embrace a great many reissues, foreign films and others offered on the market during the year.

Motion Picture Herald survey,

(*Continued on page* 12)

Rule Republic Can't Sell Rogers' Films

HOLLYWOOD, Oct. 18. — Federal Judge Pierson M. Hall today galvanized the film and television industries by granting Roy Rogers a permanent injunction preventing Republic Pictures from selling or leasing to television any pictures in which the cowboy star appeared during his association with that studio.

In a ruling regarded as far-reaching

(*Continued on page* 11)

UPT 9-Month Net Rises to $9,537,000

Third Quarter of 1951 Rises to $4,688,000

United Paramount Theatres' consolidated earnings for the first nine months of this year are estimated at $9,537,000, compared to $7,963,000 for the corresponding period of 1950, Leonard H. Goldenson, company president, reported here yesterday.



Leonard Goldenson

The latest figure includes $3,483,000 of capital gains, while the earlier one included $1,465,000 of such gains.

Goldenson, who noted that "an encouraging improvement in our busi-

(*Continued on page* 12)

Court Upholds Ban On 'The Miracle'

ALBANY, Oct. 18.—The Court of Appeals in a 5-2 decision today upheld the authority of the Board of Regents to ban public exhibition of "The Miracle" as sacriligious, and to revoke a license that had been granted by the motion picture division of the State Education Department. It also

(*Continued on page* 12)

12 Industry Shorts Available for $100

The series of 12 industry shorts prepared by the Motion Picture Association of America and released under the general title of "The Movies and You" is now available to any theatre or group of theatres for exhibition and general promotion. The series—produced at a cost of $300,000—can be had for $100 for all 12. Circuits, individual theatres and theatre groups should get in touch with Taylor Mills, MPAA, New York, to place orders.

Rodgers Heads for Chicago Meeting

With William F. Rodgers, vice-president and general sales manager, leaving for Chicago today an M-G-M home office contingent of 30 will head for the sales conferences there Sunday night. The sales contingent leaving here Sunday will be topped by E. M. Saunders and Charles Reagan, while the advertising, publicity and exploitation groups will be headed by Howard Dietz, vice-president, and include Silas F. Seadler, Dan S. Terrell and John J. Joseph.

Additionally from the sales department will be John P. Byrne, Eastern sales manager, and his assistants Herman Ripps and Paul J. Richrath. Also, William D. Kelly, head of the print department; Richard A. Harper, circuit sales representative; Harold Postman, assistant to Alan F. Cummings, in charge of exchange operations; William B. Zoellner, in charge of bidding; Maurice N. Wolf, field assistant to H. M. Richey on exhibitor relations; William G. Brenner, in charge of checking; George Maurer, sales development; J. J. Bowen, special New York representative; Saal Gottlieb, New York district manager; Lou Allerhand, Metropolitan New York manager; Phil Gravitz, New Haven manager; Benn H. Rosenwald, Boston manager; Lou Formato, Philadelphia manager, and home office assistants Leonard Hirsch, Irving Helfont, Charles F. Deesen, William Levine and Sidney Lefkowitz. Jack Goldberg, Albany manager, will board the specal when it reaches his city.

'U' Coast Meet on Print Problem Today

LOS ANGELES, Oct. 18.—The fourth and final regional meeting of Universal Pictures' bookers and office managers to help formulate a coordinate plan to relieve the print problem throughout the country, will take place at the Ambassador Hotel in Los Angeles tomorrow and Saturday with personnel from Los Angeles, Denver, Salt Lake City, San Francisco, Portland and Seattle attending.

Irving Sochin, assistant to Charles J. Feldman, Universal's domestic sales manager, will preside at the meeting, with procedures being outlined by F. T. Murray, head of branch operations; C. J. Malafronte, assistant to Murray and Irving Weiner, in charge of home office reserve prints.

Mono. Meet Will Hear Of 7 Films Scheduled

HOLLYWOOD, Oct. 18.—The Monogram-Allied Artists regional sales meeting here Saturday, to be presided over by Morey Goldstein, will be told that the studio will start production on seven features, one in Cinecolor, betwen now and the New Year, executive producer Walter Mirisch disclosed today. Harold Mirisch, vice president, will entertain the convention delegates at a barbecue dinner Friday night preceding the meeting.

Personal Mention

CECIL B. DEMILLE will arrive here today from Florida to discuss plans for the release of his "The Greatest Show on Earth" with Paramount executives.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, accompanied by his assistant, BERNARD LEVY, will leave over the weekend for a trip that will include UPT's territories in the Far West.

•

PHIL WILLIAMS, March of Time executive, left here last night for Springfield, Mass., to address a public gathering there.

•

WALTER LANTZ, cartoon producer, has left Hollywood for New York for conferences with Universal-International officials.

•

JERRY WALD and NORMAN KRASNA, producers, will arrive here from Hollywood over the weekend, and will stay for about a week.

•

NAT LEVY, RKO Radio Eastern division sales manager, will return here today from a business trip to Philadelphia and Pittsburgh.

•

ANATOLE LITVAK, producer-director, will return here from Europe on Tuesday.

NORMAN MORAY, Warner Brothers short subject sales department head, arrived in Los Angeles yesterday from New York to discuss next year's production schedule.

•

ARTHUR DEBRA, director of the Motion Picture Association of America's Community and Exhibitor Relations Department, today will address the Germantown, Pa., "Current Events Club" on "Movietime U.S.A." developments.

•

MAURICE (BUCKY) HARRIS, Universal-International home office exploitation representative, left New York yesterday for Scranton and Wilkes Barre.

•

GEORGE NICHOLS of M-G-M's studio publicity department is scheduled to return to the Coast from here tomorrow.

•

OLIVER A. UNGER, national sales manager of Snader Productions, has returned here from the Coast.

•

H. M. RICHEY, M-G-M exhibitor relations head, will leave Memphis today for Chicago.

•

WILLIAM L. SNYDER, producer, flew to Boston from New York last night.

42 Special Dates For 'Streetcar'

In addition to the special engagements already opened on "A Streetcar Named Desire," all of which are for extended runs, Warner has set 42 special key-city playdates to start within the next three weeks, in Newark, Jersey City, Paterson, Passaic, Albany, Buffalo, Rochester, Syracuse, Boston, Providence, Springfield, Mass.; Worcester, Fall River, Portland, Me.; Bridgeport, Cleveland, Youngstown, Akron, Canton, Cincinnati, Columbus, Dayton, Indianapolis, Louisville, Baltimore, Atlanta, Miami Beach, New Orleans, Dallas, Houston, Memphis, Oklahoma City, Chicago, Detroit, Kansas City, Des Moines, Omaha, Portland, Ore.; Seattle, Denver, Salt Lake City and Charlotte.

Projectionists Open Wage Negotiations

HOLLYWOOD, Oct. 18.—IATSE projectionists local No. 150 here will open negotiations tomorrow with circuit-operated theatres for contract revisions embracing whatever wage increase the Wage Stabilization Board will authorize, and other changes. Among the latter is the modification of the present vacation clause so as to include preparatory time.

Universal Dividend

The board of directors of Universal Pictures, has declared a quarterly dividend of $1.06 per share on the four and one-quarter per cent cumulative preferred stock. The dividend is payable on Dec. 1 to stockholders of record on Nov. 15.

20th Sets 31-City Tour for 'Kangaroo'

Twentieth Century-Fox plans a 31-city promotional exploitation tour on behalf of its Technicolor film, "Kangaroo," with receipt of word from Australia announcing the selection of a "Miss Kangaroo" through the combined contest efforts of 20th-Fox and 160 theatres of the Hoyt circuit.

"Miss Kangaroo," Loretta North, will plane to San Francisco on Nov. 11 to tour the U. S. and Canada as a goodwill ambassadress of the Australian government to exploit this first Technicolor feature to be made entirely in Australia.

Eight Releases Set By Mayer-Kingsley

Arthur Mayer, who is slated to resign shortly as executive vice-president of COMPO, will thereafter devote most of his time to his association with Edward Kingsley in the distribution of foreign films. The firm of Mayer-Kingsley, Inc., has acquired eight new films, for release during 1951-52: "The Forgotten Ones," Mexican; "Life Begins Tomorrow," French; "The Magic Garden," British; "Brighton Rock," British; "Les Casses Pieds," French; "Les Efants Terribles," French; "David," British; and "The Undefeated," British.

Kornbluth with Levin

Representation in the New Haven area was established yesterday by Jack H. Levin Associates, national survey, research, and checking company with the appointment of David Kornbluth to the New Haven territory.

Milwaukee Theatre Prices Are Higher

MILWAUKEE, Oct. 18.—Some downdown theatres here are now charging over $1 after six P. M. on weekends. The Fox Wisconsin and Palace theatres now charge $1.10 after six on weekends, 18 cents representing of this government tax. The three Fox downtown houses now have weekday prices of 70 cents to six P. M. and 98 cents thereafter. The Strand has the same price on weekends.

The Riverside now charges a $1.10 for stage shows. The Warner and Towne theatres have a 95-cent top throughout the week and but the Warner has dropped its 44-cent until one P. M. price.

Roadshow prices are higher. The Strand recently had a $1.20 top for "David and Bathesheba," it did very well. The Fox-Downer charged $2.40 top for "Tales of Hoffmann."

The Alhambra, a Warner house, has reoponed and will play first-run pictures when available. Top price will be 90 cents. At present it is charging roadshow prices for "A Streetcar Named Desire," which is pulling very heavy grosses.

Some first-run neighborhood prices have gone up. The first-run suburban Fox houses now have an 85-cent top on week nights but charges 92 cents on Saturday nights. Others are five cents less.

Prices have increased because of mounting expenses and costs, according to theatre people here.

New TV Code to Be Presented

CHICAGO, Oct. 18.—The new regulatory TV code of standards is one of the major topics on the agenda of the National Association of Radio and Television Broadcasters television conference which will get underway here tomorrow at the Hotel Stevens.

The code committee, it is understood, has already completed its draft for presentation to the conferees

NEW YORK THEATRES

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Rockefeller Center
"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring GENE KELLY • LESLIE CARON and introducing
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

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BOYD RAEBURN
LES PAUL
MARY FORD
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Shelley WINTERS · Richard CONTE
Stephen McNALLY · Charles BICKFORD · Alex NICOL

THE RAGING TIDE

with John McINTIRE



Arthur KENNEDY
Peggy DOW

with
James EDWARDS
Will GEER

Bright Victory



Mark STEVENS
Peggy DOW
Gigi PERREAU

Reunion in Reno



Howard DUFF
Mona FREEMAN
Josephine HULL

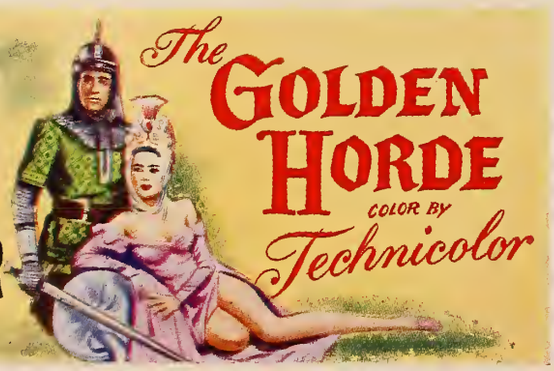
with Gene LOCKHART



The Lady from Texas

COLOR BY Technicolor

ANN BLYTH
DAVID FARRAR



The GOLDEN HORDE

COLOR BY Technicolor

Linda DARNELL · Stephen McNALLY
Gigi PERREAU



The Lady Pays Off

with Virginia FIELD

Macdonald CAREY · Alexis SMITH

with Edgar BUCHANAN · Victor JORY

CAVE OF OUTLAWS

COLOR BY TECHNICOLOR



Charles LAUGHTON · Boris KARLOFF
Sally FORREST · Richard STAPLEY

The Strange DOOR



And...
THERE'S EVEN *MORE FOR YOU* IN '52 FROM *U-I!*

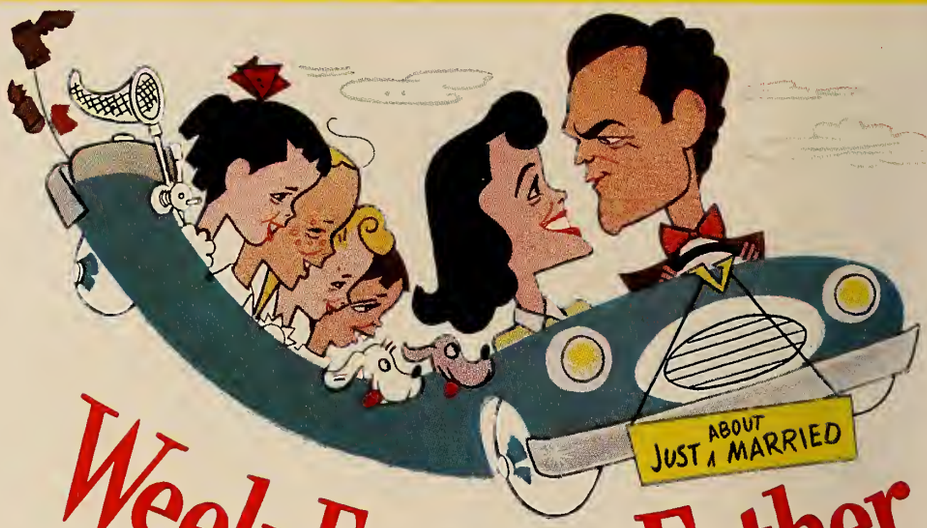






. . . NOW Look Ahead with U-I

Van HEFLIN
Patricia NEAL
Gigi PERREAU
with Virginia FIELD



Week End with Father

John LUND
Jeff CHANDLER



Frank SINATRA
Shelley WINTERS



co-starring Alex NICOL with Raymond BURR

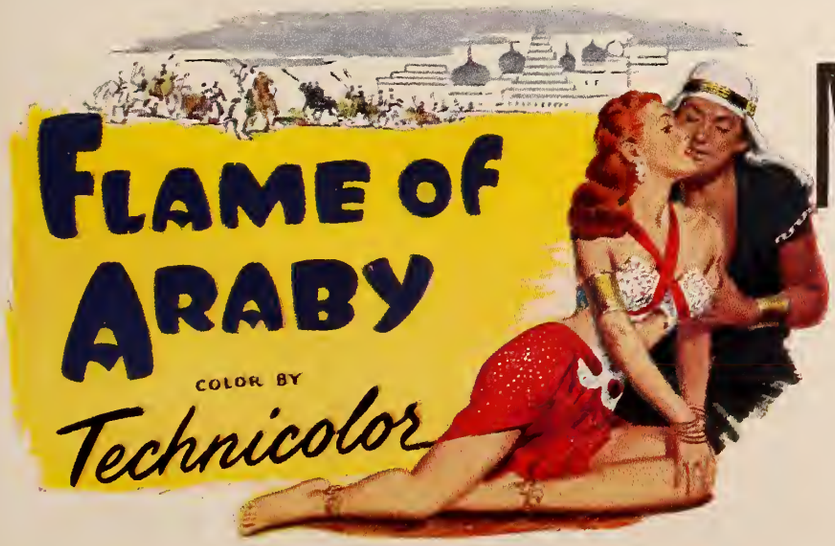
TO THE TOP-STARRING, TOP-BUDGET PRODUCTIONS
THAT WILL MAKE *1952 a year 'round profit jubilee!*



Ann SHERIDAN
John LUND
Howard DUFF



Marjorie MAIN
Percy KILBRIDE



Maureen O'HARA
Jeff CHANDLER

with Lon CHANEY

LOOK AHEAD WITH U-I

... and U-I HAS EVEN MORE FOR YOU IN '52

James STEWART
Arthur KENNEDY



co-starring Julia ADAMS · Rock HUDSON

Gregory PECK
Ann BLYTH



with Anthony QUINN · John McINTIRE · Carl ESMONO · Andrea KING · Eugenie LEONTOVICH

Errol FLYNN
Maureen O'HARA



Keep Looking Ahead with U-I!

The BIG MONEY pictures—are U-I pictures!

TOP BUDGETS, TOP NAMES FOR UNIVERSAL'S NEW SEASON'S SCHEDULE OF 36 FEATURES

REFLECTING its steady growth over the past several years, Universal-International has embarked on the most ambitious production program in its history, the company announces. The new production schedule of 36 pictures will be highlighted by an important group of top budget productions featuring outstanding box office personalities, plus a more varied line-up of the type of box office attractions with which the company has recently been identified.

Final planning of the production program was completed at the recent series of studio meetings between Nate J. Blumberg, president, Leo Spitz, executive head of production, William Goetz, in charge of production, and Alfred E. Daff, director of world sales.

The production plan as outlined at these meetings is designed to provide the company with a series of pictures of greater scope than anything it has heretofore attempted. In line with this policy, one-half of the entire output next year, 18 pictures in all, will be in Technicolor, the record for a single season.

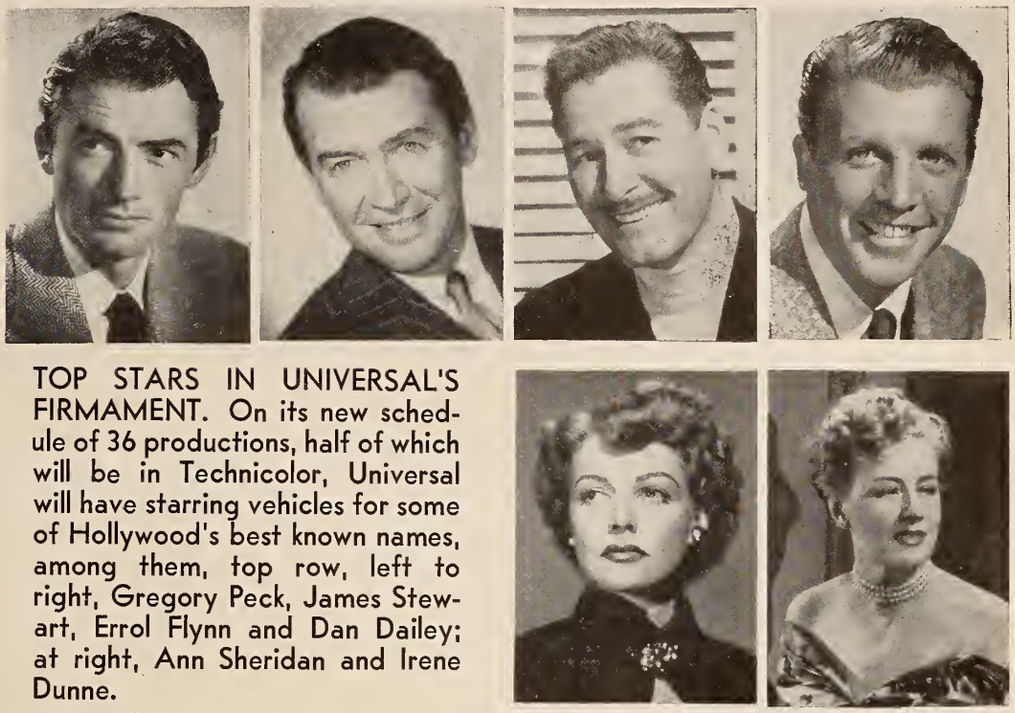
With the addition of the group of top budget star pictures, the company's 1951-52 production outlay will be the greatest in its history. The pictures will be backed by record promotional budgets in the plans set by David A. Lipton, vice-president in charge of advertising-publicity.

In the world market, Daff stated, the new program provides the diversity and star power to attract the greatest possible public. Americo Aboaf, foreign sales manager, has been conferring with foreign sales supervisors on specialized plans to cover the handling of the new product abroad. On the domestic scene, Charles J. Feldman, domestic sales manager, points out that the company's new program is aimed at consolidating the general goodwill which Universal has won during the past several years as a result of the steady flow of box-office product it has provided.

Most Diversified Personalities

The decision to add top star names comes at a time when Universal has developed some strong new personalities and the combination will provide it with its most diversified personality list. Highlighting the line-up of stars who have been signed for the pictures planned or presently in production are James Stewart, Gregory Peck, Irene Dunne, Errol Flynn, Ann Sheridan, Dan Dailey, Maureen O'Hara, Frank Sinatra, Shelley Winters, Van Heflin, Ann Blyth, Peggy Dow, Audie Murphy, Donald O'Connor, John Lund, Stephen McNally, Jeff Chandler, Josephine Hull, Linda Darnell, William Powell, Tony Curtis, Scott Brady, Piper Laurie, Arthur Kennedy, Howard Duff and Charles Laughton.

The group of top budget productions featuring outstanding box-office personalities are:



TOP STARS IN UNIVERSAL'S FIRMAMENT. On its new schedule of 36 productions, half of which will be in Technicolor, Universal will have starring vehicles for some of Hollywood's best known names, among them, top row, left to right, Gregory Peck, James Stewart, Errol Flynn and Dan Dailey; at right, Ann Sheridan and Irene Dunne.

"The World In His Arms," in Technicolor, starring Gregory Peck and Ann Blyth, directed by Raoul Walsh; "Bend of the River," Technicolor, starring James Stewart, Arthur Kennedy, Julia Adams and Rock Hudson; "Steel Town," Technicolor, starring Ann Sheridan, John Lund and Howard Duff; "Against All Flags," Technicolor, starring Errol Flynn and Maureen O'Hara, and "Battle of Apache Pass," Technicolor, starring John Lund and Jeff Chandler.

Among other features which will go into production during then next 12 months are:

"There's Nothing Like Money" starring Irene Dunne; "All American," in Technicolor, with Tony Curtis heading the cast; "Great Companions," written by Gene Markey, starring Dan Dailey, in Technicolor; "Red Ball Express," with Jeff Chandler and Alex Nicol heading the cast; "Sally and Saint Ann," starring Ann Blyth; "Hair Trigger Kid," in Technicolor, with Audie Murphy, "Oh, Money, Money," in Technicolor, starring Charles Coburn, Piper Laurie, Gigi Perreau and Rock Hudson, and "Hear No Evil," in which Tony Curtis, Jan Sterling and Mona Freeman are starred.

Record Backlog of 19

Other properties slated for production include "Yankee Buccaneer," "Mississippi Gambler," "The Wild Bunch," and "Pantang," all in Technicolor. Major films scheduled for filming in black and white are "The City and Jason Edwards," "Bombay Mail," and "A Husband for Mama."

In addition to the important production program mapped for the coming 12 months, Universal has a backlog of 19 pictures.

11 Releases in 4 Months

In addition, pictures in the cutting rooms and in various stages of completion include "Battle At Apache Pass," in Technicolor, starring John Lund and Jeff Chandler, "Son of Ali Baba," in Technicolor, co-starring Tony Curtis and Piper Laurie; "Bronco Buster," in Technicolor, starring John Lund, Scott Brady and Joyce Holden; "The Cimarron Kid," in Technicolor, starring Audie Murphy and Beverly Tyler, and "Ma and Pa Kettle At the Fair," starring Marjorie Main and Percy Kilbride.

Tentative planning calls for the release of these 11 pictures during the Nov.-Feb.:

For November, "Cave of Outlaws," in Technicolor, starring MacDonald Carey and Alexis Smith; "The Lady Pays Off," starring Linda Darnell, Stephen McNally and Gigi Perreau, and "The Raging Tide."

For December: "The Strange Door," starring Charles Laughton, Boris Karloff and Sally Forrest; "Meet Danny Wilson," starring Frank Sinatra, Shelley Winters.

For January: "Weekend With Father," starring Van Heflin, Patricia Neal and Gigi Perreau; "Flame of Araby," in Technicolor, starring Maureen O'Hara and Jeff Chand- and "The Treasure of Lost Canyon."

For February: "Here Comes the Nelsons," starring Ozzie and Harriet Nelson; "Finders Keepers" and "Bend of the River."

Motion Picture Daily Feature Reviews

"The Racket"

(RKO Pictures)

EXHIBITORS HAVE many pegs on which to hang exploitation efforts for this taut story of widespread corruption in which a few honest policemen pit themselves against a city machine that ranges from the never-seen "Old Man" at the head of the ring down to an assortment of trigger-happy hoods who terrorize all who get in the way of the syndicate. The recent widely-publicized crime hearings ought to make this one a natural. Produced by Edmund Grainger, the picture stars Robert Mitchum, Lizabeth Scott and Robert Ryan, all good names for the marquee.

Mitchum is an aggressively incorruptible police captain whose faculty for interfering with racketeers has caused him to be transferred several times by "higher ups." A killing in his newest district is the spark that ignites his determination to "get" Robert Ryan, the gang boss directly responsible for most of the violence in the city as well as for the captain's series of transfers. With the help of William Talman, an honest young patrolman in his district, Mitchum stirs things up to such an extent that Ryan, incensed at being bested at every turn, kills Talman and the hunt is on. Finally brought in for murder, he is tricked into a confession by Lizabeth Scott, erstwhile girl-friend of his younger brother. Ryan is shot in the back by another member of the syndicate as he seeks to escape, thereby effectively silencing him from implicating the "Old Man." But this precaution proves vain as the crime commission investigators arrive at this point with proof and some embarrassing questions. Strong fare up to this point, the screenplay by William Wister Haines and W. R. Burnett, from a play by Bartlett Cormack, leaves the situation a trifle vague at the fade-out and the audience is not quite sure whether the "Old Man" will be brought to justice or not—a rather serious doubt, morally speaking.

Under the able direction of John Cromwell, the acting is on a consistently highlevel. Performances by Mitchum, Ryan and Talman are particularly noteworthy. Key supporting roles are handled professionally by Ray Collins and William Conrad.

Running time, 88 minutes. General audience classification. October release.

DOROTHY ALTMANN

"The Family Secret"

(Columbia)

AN excellent portrayal of a respected lawyer, played with restraint by Lee J. Cobb, is the chief asset of Columbia's "The Family Secret." The picture is a melodrama about a young man who accidentally kills his friend while defending himself against a drunken attack. The young man is John Derek, son of Cobb, and acting on wild instinct, he flees from the scene of the crime. Thus a tortuous tale of conscience and morality is spun.

The best effects of the picture are weakened by a sluggishness of pace. Derek at first tries to keep his crime a deep secret but Cobb is too shrewd an observer to have anything put over on him. There is some heated difference of opinion on what action to take but Derek wins out on the decision to remain quiet about the deed.

To add a further twist of irony and coincidence, another man is accused of the murder, and Cobb is called upon to defend him. The screenplay, by Francis Cockrell and Andrew Solt, fills the requirements of the formula with a romantic angle woven around Jody Lawrance and Derek. Throughout the proceedings a mood of impending doom prevails. In defending his client, Cobb digs up enough evidence to clear him, but while on the stand, the accused drops dead of a heart attack. The case is thereby closed and Derek is a free man. Somehow conscience finally takes hold of him and he decides to pay his debt to society with Miss Lawrance promising to wait.

A Santana Production, it was produced by Robert Lord and directed by Henry Levin. Henry S. Kesler was associate producer.

Running time, 85 minutes. General audience classification. For December release.

M. H.

"Calling Bulldog Drummond"

(Metro-Goldwyn-Mayer)

WALTER PIDGEON makes his debut as the noted sleuth, Bulldog Drummond, in this British-made "Calling Bulldog Drummond." Also, Hayes Goetz, son of M-G-M's British production head, Ben Goetz, bows in as a producer. The picture offers satisfying entertainment and it easily should keep the armchair sleuths contented and engrossed.

It is a group of gangsters who use radar equipment and work with commando-like precision that Pidgeon has to contend with. To better get a line on the group Pidgeon teams up with a lady detective, Margaret Leighton, and both pose as an underworld pair. Thus they are able to infiltrate the gang and in time become trusted members.

Victor Saville's direction keeps things moving suspensefully. Just as Pidgeon has the trap set for the outlaws, it closes on himself and Miss Leighton. This unexpected happening is the result of his identity being discovered by the underworld overlord. A cruel end is mapped for the captives, but in a series of melodramatic occurrences, Pidgeon overtakes his guard and proceeds to capture the secret leader of the outlaws in a battle of guns and fists.

Others who round out the cast include Robert Beatty, David Tomlinson and Peggy Evans. The screenplay by Howard Emmett Rogers, Gerard Fairlie and Arthur Wimperis was based on a story by Fairlie.

Running time, 80 minutes. General audience classification. Release date not set.

M. H.

"Anne of the Indies"

(Twentieth Century-Fox)

FORMULA INGREDIENTS about piracy on the high seas are turned into a lusty adventure film in "Anne of the Indies." There is little in it to excite the enthusiasm of the discriminating filmgoer but the general patron will find it to his appeal. George Jessel produced the film in Technicolor with a cast that includes Jean Peters, Louis Jourdan, Debra Paget and Herbert Marshall.

Miss Peters, an able woman with a sword, plays the feared captain of a 16th Century pirate ship. One day she captures a British merchant ship and finding Jourdan aboard in chains, decides to make him a member of the crew. In due time Miss Peters falls in love with Jourdan. One day however she is informed by her old friend and mentor, the buccaneering Thomas Gomez, that Jourdan is a traitor. As a result she has a violent exchange with Gomez and breaks with him completely. Presently Miss Peters learns that Jourdan is a traitor and that he has a wife to boot, played by Miss Paget.

The gunfire, flashing swords, intrigue, and search for a treasure lend tempo and development to the story. By way of reprisal Miss Peters kidnaps Miss Paget and then captures Jourdan in a sea battle. As a means to slow torture she leaves them to die on an abandoned, sun-parched little island. Remorse finally overtakes Miss Peters and she sets them free again moments before she and her ship are blasted by the vengeful guns of Gomez vessels. Marshall is wasted in a secondary role as a ship doctor. Jacques Tourneur directed, from the screenplay by Philip Dunne and Arthur Casear.

Running time, 81 minutes. General audience classification. November release.

"The Kid from Amarillo"

(Columbia)

THE TICKLISH CHORE of unmasking a gang of silver smugglers is taken up by Charles Starrett in this one. Once again he doubles as the popular Durango Kid and on hand to help him as well as provide the comic touches is Smiley Burnette. As usual, Smiley opens up his bag of disguises which should have the younger set howling.

Fred F. Sears plays the wily head of the outlaws. To get closer to the workings of the gang, Federal agent Harry Lauter poses as an outlaw and manages to work his way into the group. In time the outlaws discover Lauter's identity, and also capture Burnette. A close shave follows, but Starrett manages to rescue them and give the culprits their just due.

Produced by Colbert Clark, the picture has all the necessary ingredients of its classification. On hand to provide some vocal interludes are the Cass County Boys. The screenplay, devised by Barry Shipman, has the customary allotment of brawls, gunplay and hard riding. By way of a novel touch it has the smugglers haul in the silver by converting it into chains and dabbing them with black paint. Ray Nazarro directed.

Running time, 56 minutes. General audience classification. October release.

MANDEL HERBSTMAN

"The Galloping Major"

(Souvaine)

TYPICAL of the better British comedies, "The Galloping Major" has its full share of chuckles and inherently comic situations and lovers of whimsy will find it entertainment of a high order. Those not so keen of ear may find the heavy British accents a trifle rough going, however.

Improvident pet shop owner Basil Radford spots a potential winning horse, Montana Miss, and enlists the friendly inhabitants of his London neighborhood, Lambs Green, in a syndicate to buy it. He then buys the wrong horse, Father's Folly. Misery envelops the neighborhood as this nag fails in race after race but enthusiasm takes over when Radford discovers that the horse is a jumper. The syndicate enters him in the Grand National. Suspense mounts and a fast climax is achieved when the horse, now known as the Galloping Major, strays away on the eve of the race. Found in a movie studio, he is rushed to the track with every official assistance, the entire nation having now been aroused. His jockey having quit, Radford, a middle aged gentleman, rides Galloping Major to victory. This victory is achieved only because weary, slow, last-in-the-race, Galloping Major stumbles across the finish, the only horse left in a very difficult steeplechase.

Superb and definitive characterizations are given by Radford and all supporting performers, notable being A. E. Matthews, as a crochety army aristocat, and Jannette Scott as Bradford's daughter. Monja Danischewsky is responsible for the production and screenplay and Henry Cornelius for the direction.

Running time, 82 minutes. General audience classification. Release date, not set.

Coast Charity Has $661,587 Backlog

HOLLYWOOD, Oct. 18. — With one week remaining before the start of its industry-wide campaign, the Permanent Charities Committee of the Motion Picture Industry has a backlog of $661,587 in subscriptions against a goal of $1,350,000. Dore Schary is campaign chairman.

Green, Freedman to Aid Foundation

Walter Green, president of National Theatre Supply Co., will head the supply dealers committee of the Foundation of Motion Picture Pioneers fund-raising "Midnight Frolics," and Alan Freedman of DeLuxe Laboratories will preside over the film laboratories committee.

Lively Papers Read At SMPTE Meet

HOLLYWOOD, Oct. 18.—The liveliest discussion marking today's meetings at the Society of Motion Picture and Television Engineers' convention was precipitated by a paper read by Loren L. Ryder of Paramount Studio, which contended that moving the 35mm magnetic sound track to 13 mills from sprocket-holes, instead of 50 as in present practice, would yield an improvement in scund.

Responses from three quarters, including Walter Muller of the Motion Picture Research Council, opposed the proposal heartily, pointing out the change would affect films now in and awaiting release, which Ryder denied, without producing the improvement claimed for it.

At the morning session, RCA's Kurt Singer described a new magnetic recording unit, on display at the convention, which, using 17½ instead of 35mm film and travelling it half as fast, reduces the cost 75 per cent and cuts down weight and space factors proportionately.

Ansco color, Eastman color, Supercinecolor, Gaspar color and Trucolor processes were demonstrated tonight at the convention session held at Republic Studios.

Thirteen papers, including two on third-dimension processes, will occupy the final day of the convention tomorrow.

Rogers' Films

(*Continued from page* 1)

with respect to both the television and picture industry future, the jurist said Rogers had full right under his contract to protection against the use of his name or likeness for commercial purposes, and stipulated that the ruling pertains to sustaining programs as well as sponsored shows, since even when shown as a sustainer any Rogers picture would be, in effect, advertising the television station or network televising it.

Asked $100,000 Damages

The Hall decision stated that Rogers, who had asked $100,000 damages, had in fact been damaged, according to the evidence, but that the evidence did not reveal how much, and damages therefore could not be awarded.

Republic attorney Meyer H. Lavenstein said Republic will appeal the decision.

Rogers Present in Court

Rogers, present in court, where the case has been in progress five weeks, expressed gratification at the verdict.

The Screen Actors Guild, which is opposed to the sale of theatrical films to television without additional payment to actors, hailed the decision as highly favorable to its position.

Trade opinion is that the decision will halt all negotiations for the sale of old pictures to television, temporarily at least, and may result in the filing of a large number of similar suits by players situated as Rogers was with respect to pictures made by studios with which they no longer have contract relationship.

Whether players in films already sold to television can utilize the Rogers decision as a basis for action against their producers was subject to widespread and varied speculation.

End Criticism

(*Continued from page* 1)

they have commanded the respect and admiration of the entire State of Texas. The tour was a strenuous assignment and oftimes a physically exhausting one; but the hardships were always accepted with graciousness and with an obvious devotion to the purpose of the trip. It is my conviction that Hollywood and its personalities have performed signally and as a result of these personal meetings between Hollywood's people and the people of Texas, Texans will no longer permit any unfair criticism of such personalities as John Wayne, Greer Garson, John Barrymore, Jr., Dan Dailey, Chill Wills, Keenan Wynn, Jesse L. Lasky, George (Dink) Templeton, Mr. and Mrs. Jeff Chandler, Mary Murphy, Joan Taylor, Virginia Hall, Laura Elliot and Robin, Agnes Christine Johnson and Peter Hanso."

Meanwhile, a perfect example of the "terrific impression" being created by the extended "Movietime U. S. A." tour into west Texas was graphically illustrated at Andrews yesterday. The town's population is 3,000 and the high school auditorium with a 2,500-seat capacity was jammed while several hundred grade school pupils were given separate program at their school. This is typical of the receptions accorded the troupe at Odessa, Seminole, Lambesa, Brownfield, Tahoka and Lubbock yesterday.

Air Programs

(*Continued from page* 1)

how many motion picture exhibitors have signed up to sponsor 'Movietime' locally," said Bumpas, "but information received by phone and in letters received in our Dallas headquarters show that the program is a success far beyond expectations.

"Movietime U. S. A." exploits pictures currently playing or soon to be released through interviews with the stars of a film and those who helped make it—producer, director, script writer and others—"and exhibitors, especially in small communities, are finding the program is grade A exploitation," said Bumpas.

Compo Nominations

(*Continued from page* 1)

lowing the resignation of Robert J. O'Donnell who became national director of COMPO's "Movietime U.S.A." campaign.

KTTV Purchases 25 Small Films

HOLLYWOOD, Oct. 18. — The Los Angeles Times Station KTTV announced the completion of negotiations for the purchase of 25 feature pictures produced by Edward Small, from Peerless Television Productions, Inc., KTTV general manager Richard A. Moore announced.

The features listed in the purchase announcement include some produced as late as early 1948, and include such films as "T-Men," "My Son, My Son," "Corsican Brothers," "Twin Beds" and Douglas Fairbanks, Jr., Joan Bennett, William Bendix, Randolph Scott, Joan Fontaine, Dennis O'Keefe, are among the stars featured in the films acquired. KTTV will begin televising the films Nov. 7.

'U' Will Expand Its Exploitation Plans

Universal Pictures will seek to expand its efforts during the coming year on behalf of its new release schedule, David A. Lipton, vice-president in charge of advertising-publicity, reports.

In view of shifting trends in film attendance which, in Universal's experience has seen sub-key situations yield a much greater proportion of film revenue than before, greater emphasis will be placed on promotional selling to aid these theatres, Lipton said. "Every device and promotional facility will be utilized to help sell Universal's product down the line to the grass roots," he said.

Patterns of Promotion

At the same time, he declared that the patterns of promotion which have paid off successfully for exhibitors in all situations will be intensified. These patterns include the utlilization of personalities in key and sub-key situations for advance promotion through newspapers, radio and television, and personal appearances at theatres.

During the 18-month period between Oct., 1949, and April, 1951, Universal sent 70 different stars, featured players and personalities either alone or in groups to 117 different key and sub-key cities and towns to support 29 different pictures. This extensive promotional activity which has continued at the same pace during the past six months, will be intensified further during the coming year, Lipton said.

New Tax Bill

(*Continued from page* 1)

items of interest to the film industry, it was exactly the same as the earlier conference bill.

One new provision might be of some interest to firms which started in 1946 and 1947—it would allow them to use 1947 losses to offset profits in the three succeeding years, rather than only two years as at present.

House Votes Tomorrow

The House is slated to vote on the measure tomorrow. House leaders were hopeful a few changes made by the conferees would produce enough vote switches to pass the measure, but most Congressmen who opposed the bill the first time indicated they were still against it. The outcome is very much in doubt. If the tax bill is again rejected by the House, the outlook for any changes this year will be very dim.

ABC-UPT Merger

WASHINGTON, Oct. 18.—The Federal Communications Commission was asked today by attorneys for the ABC-UPT merger not to grant a request for review of a decision by FCC Commissioner Sterling refusing five theatres the right to intervene.

Party for Moss Opening

B. S. Moss Theatres will hold a reception in the lounge of its new theatre, the Lee, in Fort Lee, N. J. on Tuesday, to introduce guests to their new showplace.



UPT Profit

(*Continued from page* 1)

ness in the third quarter" has been "general throughout the industry," announced estimated consolidated earnings for the past three months amounted to $4,688,000, including $2,297,000 of capital gains, as compared to earnings of $2,528,000, including $414,000 of capital gains, for the same quarter in 1950.

Share of undistributed earnings of partly owned non-consolidated subsidiaries amounted to $186,000 in the first nine months of 1951, compared to $1,734,000 for the same period in 1950.

Goldenson explained that the consolidated earnings this year included the earnings of several companies which became wholly-owned after the third quarter of 1950 through the purchase of the 50 per cent interest of co-owners. He pointed out that the effect of this was to increase consolidated operating profits and reduce the share of undistributed earnings for the 1951 periods in comparison with those for 1950.

Goldenson pointed out that the consolidated earnings, including capital gains, amount to $1.44 per share for the third quarter and $2.93 per share for the nine months of 1951, compared with 78 cents, and $2.44 per share for the corresponding periods of 1950. Including the share of undistributed earnings of non-consolidated subsidiaries, earnings per share amount to $1.41 for the third quarter and $2.98 for the nine months of 1951, compared with 95 cents and $2.97 for the corresponding periods of 1950.

"Now, more than at any time since 1946," Goldenson said, "there is a widespread feeling of confidence that the industry will be able to meet and surmount the challenge of changing competitive and economic conditions."

According to Goldenson, the building up of theatre attendance is attributable to two factors. "The first," he stated, "is the gradual improvement in the quality of feature films over the past several years which reached a new high level during the third quarter both in number of films and in their appeal. Not only the higher-cost pictures but even many of the films of more modest cost have been doing well at the box-office. As we are in business 52 weeks of the year, good bread-and-butter films are vital to our success.

"Of equal importance with improved film product," Goldenson continued, "is the effect of changing economic conditions resulting from increased tempo of defense mobilization. While the high level of personal income has been maintained, conversion to war production and stricter credit regulations have reduced consumer expenditures in many fields, leaving the public with more money for recreation and entertainment."

Goldenson also stated that the Federal Communications Commission has set Jan. 15 as the date for hearings on the applications for approval of the merger of American Broadcasting into United Paramount Theatres.

Charles Darby Promoted

PROVIDENCE, Oct. 18.—Charles R. Darby, who has been manager of the Avon Cinema for six years, has been promoted to district manager for Lockwood and Gordon, Boston theatre concern.

RKO Board Decision

(*Continued from page* 1)

to have the court enjoin Irving Trust to act "impartially" in voting its 920,000 shares of Hughes' stock, denying it the right to vote for any director having any financial links with Hughes.

The dual defeat was also a setback for the group of minority stockholders led by Wall Street financial advisor David J. Greene, who was represented in the proceedings by attorney Isadore J. Kresel.

Kresel, in his plea supporting the Department of Justice's motions, acknowledged that it was his group which brought its charges of Hughes' alleged control of the theatre company in contravention to the divorce decree, to the attention of Attorney General Morison in Washington. In response to a question from the bench, Kresel said his group now represented 300,000 shares of stock in the theatre corporation.

In his ruling, Circuit Judge Hand pointed out that the annual meeting of the RKO Theatres stockholders in December is not far off and the stockholders will be free to select directors. He also observed that the government found no objection in the acts of Dreibelbis as a director and, added the court, it appears that he is "an able" board member. Judge Hand also noted that "there is no reason to believe that the Irving Trust Co. will not observe its fidicuary obligation" as a trustee of Hughes' stock.

Following the decision, a spokesman for Greene stated that the proxy battle would continue in preparation for the December meeting and that Greene would have an announcement to make in a few days.

Harold J. Lasser, special assistant to the Attorney General, contended that Dreibelbis should be ousted because he is also a vice-president of Bankers Trust Co. which has financial links with Hughes' interests and has also made loans to Ned E. Depinet, RKO Pictures president.

The attempt to link Hughes with Dreibelbis was challenged by David Hartfield, Jr., attorney representing Dreibelbis and Bankers Trust. He said the two had never met and pointed out that $21,000,000 in bonds have been loaned to RKO Theatres by Bankers Trust and therefore Dreibelbis as a vice-president of the bank would also be interested in the sound management of the theatre company.

The two directors, Maurice H. Bent and James T. Brown, who along with Dreibelbis were named in the government's original complaint, have resigned. The government found no objection to the two newly-elected directors, William J. Wardall and Leland Hayward, who completed the five-man board. The court rejected an attempt by Greene's attorney to link Hayward with Hughes, and in its decision failed to take cognizance of an observation that Wardell is a director of Irving Trust.

Attorney George Roberts, representing Irving Trust, assured the court that it would act in the letter and spirit of the RKO divorcement, separating the picture and theatre companies, and would vote Hughes' 24 per cent interest in the theatre company impartially. Hughes, at the time of divorcement, elected to retain his stock in the picture company.

In his address, the attorney for Irving Trust added thas his company feels that RKO Theatres now has a "good board" and labeled as "ridiculous" the government allegation that his company might vote for what he called "stooge" directors dominated by Hughes.

Attorney Rafferty, who represented RKO Theatres, told the court that stockholders in a short while will be free to choose their board of directors at the annual meeting and for this reason alone the court should dismiss the case.

RKO Radio Sets 3 World Premieres

RKO Radio has scheduled three major productions for world premieres between Oct. 25 and Nov. 1, it was announced here yesterday by Robert Mochrie, RKO Radio sales vice-president.

Edmund Grainger's "The Racket" will have its world premiere at the Earle Theatre, Philadelphia, on the 25th, Jerry Wald's and Norman Krasna's "The Blue Veil," on the 26th, at the Criterion, New York, in a benefit performance for the 73rd annual campaign of the United Hospital Fund, and, "Two Tickets to Broadway" in Technicolor, at the Hillstreet and Pantages theatres, Los Angeles, on Nov. 1.

May Film "The Lip"

HOLLYWOOD, Oct. 18.—Producer Abner J. Greshler is negotiating with Leo Durocher, manager of the New York Giants, and his wife, Laraine Day, to co-star them in a biography of "The Lip." Greshler has signed Al Wolf, *Los Angeles Times* sports writer and a friend of Durocher's, to write the script.

441 Features

(*Continued from page* 1)

published today, shows that by way of comparison, Columbia during 1950 released 60 pictures, with two in color and in 1951 will have released 64, with 14 in color; Lippert had 30 features last year and will have 25 this year; M-G-M maintained its level of 41 and 11 in color for both years; Monogram-Allied Artists, 38 and three and 42 and eight; Paramount, 24 and five in color last year and 30 and 10 this year; RKO Radio 32 and five in 1950, 36 and nine in 1951; Republic, 43 and nine last year, 39 and three this year; 20th-Fox, 34 and 11, and 48 and 19; United Artists, 20, with one in color in 1950, 47 and three in 1951; Universal, 32 and 10 and 39 and 12; Warner, 32 and eight in 1950 and 30 and seven in 1951.

TV Tribute to Terry

Paul Terry, founder of Terrytoons, will have the audience of "We, the People" in his studio tonight, when the TV program pays tribute to him as he approaches the start of his 1,000th entertainment film.

Jesse Jones Asked Dreibelbis to Serve

J. P. Dreibelbis was first approached by Jesse Jones, former head of the Reconstruction Finance Corp. and Texas theatre owner, to become a director of the then newly-formed RKO Theatres Corp., the Federal Statutory Court was informed here yesterday. Attorney David Hartfield, Jr., representing Dreibelbis, volunteered this information in denying any link between the vice-president of the Bankers Trust Co. and Howard Hughes. He said neither Hughes nor Dreibelbis ever have met or talked to each other.

Ban on 'Miracle'

(*Continued from page* 1)

ruled that motion picture censorship is constitutional. The decision is the most important rendered in recent years so far as films are concerned in New York State.

The prevailing opinion, written by Judge Charles W. Froessel, held against Joseph Burstyn, Inc., licensee of the trilogy "Way of Love," of which 'The Miracle' is a part, on all points. The dissenting opinion, drafted by Judge Stabley H. Fuld and concurred upon by Judge Marvin R. Dye, said that the action of the Regents was without legislative warrant. Judge Charles S. Desmond agreed with the other four justices, in a separate opinion. The court had witnessed a private screening of "The Miracle."

Attorneys for Burstyn indicated here last March and again in June that the case would be carried to the U. S. Supreme Court if the Court of Appeals determination were adverse. It has attracted nation-wide publicity.

Judge Froessel, in a 16-page opinion, denied Burstyn's claim that the Regents lacked power to review the action of the Education Department's motion picture division or to revoke the licenses granted.

"If the petitioner's interpretation of the education law were to be adopted," he wrote, ". . . the most indecent, obscene, immoral, sacrilegious or depraved presentation might be made through the medium of a motion picture film, provided only there was some slip, inadvertence or mistake on the part of the reviewer, leaving his superiors, the courts and the public generally powerless to correct the situation. It would simply mean this statutory plan to protect the public from films forbidden to be licensed for general exhibition under Section 122 rests entirely upon the judgment of one or two persons in the motion picture division, whose favorable determination in the first instance is irrevocably binding on the people of the State of New York. Such intention on the part of the Legislature would seem to be so utterly unreasonable and out of harmony with basic public policy in these matters as to be unthinkable."

Evans with Ad-Film

Reg Evans has been named vice-president of the newly-formed Ad-Film Distributors, Inc. Evans was formerly vice-president of General Screen Advertising, Inc.

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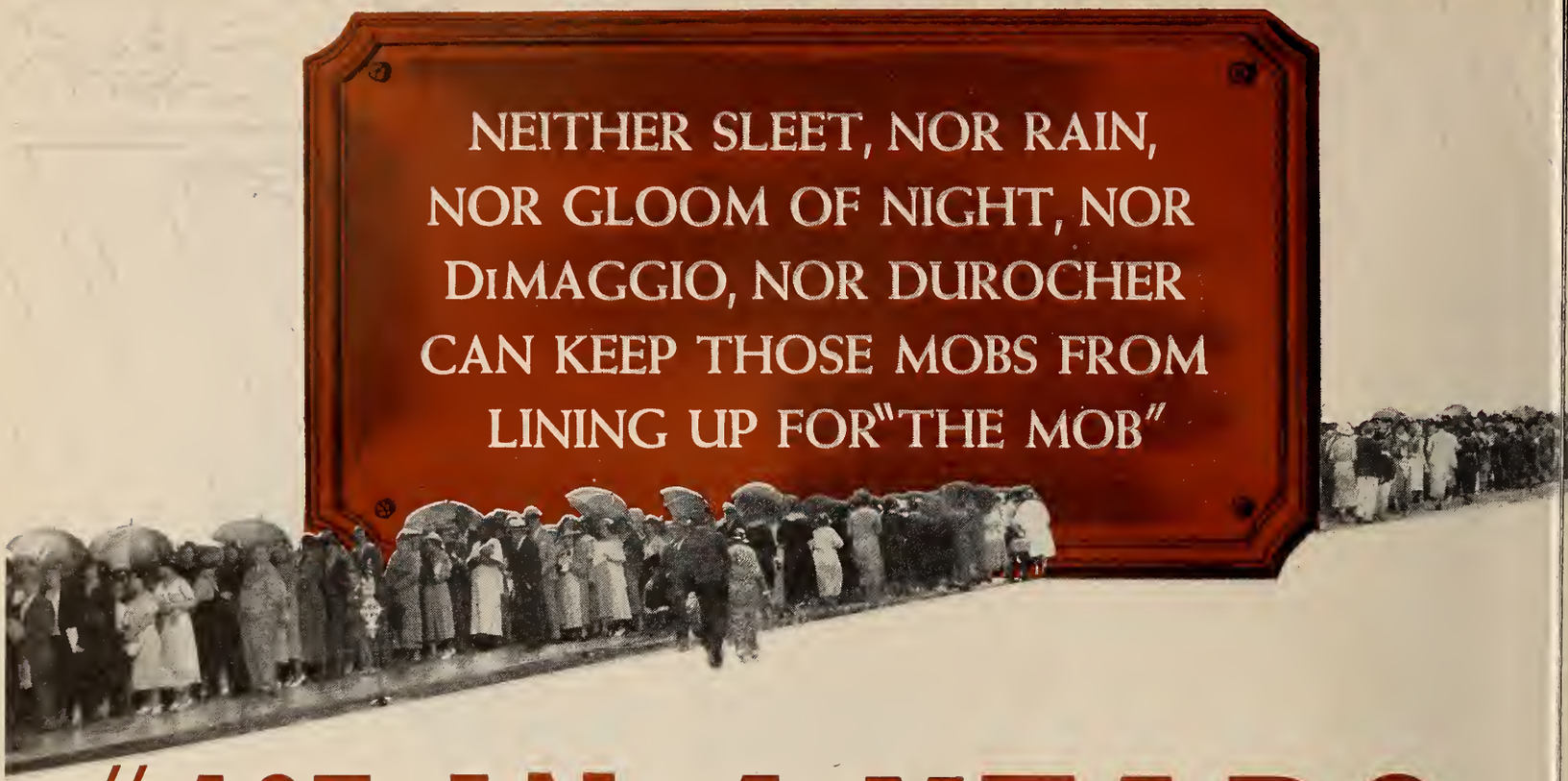
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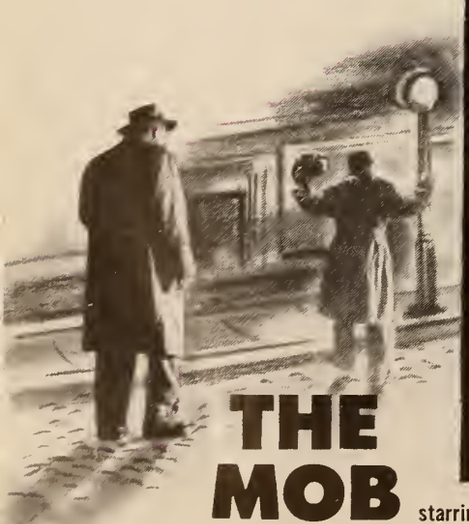
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U.S. Moves To Halt Color Video

Theatre TV Likely to Be Hit As CBS Complies

WASHINGTON, Oct. 21.—Further large-scale development of color theatre television may soon have to be put "on ice" for the duration of the emergency.

This was indicated in a statement by the Office of Defense Mobilization issued Friday, requesting Columbia Broadcasting System to suspend mass production of color TV sets for home use.

Meanwhile, ODM director Charles E. Wilson issued a call to all TV manufacturers to a meeting here this week to discuss possible suspension of "all further development of color TV."

The call came just as the Radio

(*Continued on page 4*)

New Tax Measure Is Passed; Lifts Levy on Equipment

WASHINGTON, Oct. 21.—The House on Friday passed the new tax increase bill, and President Truman was expected to sign the measure late tomorrow.

The bill would grant some admission tax exemptions to operas, symphonies and other non-profit groups, but would keep the tax on all film showings, even by non-profit groups. The measure would also exempt all film and equipment used by Hollywood studios and other branches of the

(*Continued on page 4*)

Para.-CBS Aim to TV Paris UN Meet

A deal for televising the forthcoming Paris meeting of the United Nations General Assembly is now being negotiated by Paramount Television Productions, Inc.

Under the contemplated deal, television films of the proceedings would be flown to the United States for exclusive showing by the CBS-TV network.

The Paris sessions open Nov. 6 and

(*Continued on page 4*)

UP Movietone News Bows Here Today

The new United Press-Movietone News service will make its bow here today over station WJZ-TV under the banner of "John Daly with the World News," from 7:00 to 7:15 P.M. The sponsor is Pontiac Motors.

Under the exclusive deal with American Broadcasting, similar newscasts are slated for the network's WXYZ-TV station in Detroit and KECA-TV in Los Angeles, among others.

'Quo Vadis' Pivot Of MGM Meet Today

CHICAGO, Oct. 21.—With "Quo Vadis" the pivotal theme of a three-day conference, 75 M-G-M field and home office executives will gather at the Ambassador East tomorrow morning for the opening session to be presided over by William F. Rodgers, sales vice-president. Rodgers will keynote the initial session with an outline of the program.

The "Quo Vadis" theme will be pursued by Dore Schary, production vice-president, who arrives tomorrow with Howard Strickling, studio publicity head.

Schary will discuss film projects

(*Continued on page 4*)

ELC Films Now In UA-Carriers Pact

United Artists has concluded with National Film Service Corp. of New York, film carriers and inspectors, an arrangement which brings product which had been scheduled by the defunct Eagle Lion Classics into the same shipping contract that covers UA product, it was reported here yesterday by Albert E. Bollengier, UA treasurer.

Bollengier provided this information

(*Continued on page 5*)

Record 468 Dates For 'Desert Fox'

A total of 468 simultaneous dates, largest in the history of 20th Century-Fox, broke over the weekend on the company's production "The Desert Fox" across the United States and Canada.

Largest concentration of the mass day-and-date saturation was in the Western area, with 135 theatres participating.

'U's' United World Will Make and Sell Product for Video

United World Films has concluded plans for the extensive production, distribution and sale of television pictures, it was disclosed here at the weekend by James Franey, president of the company, which is a 100 per cent-owned subsidiary of Universal Pictures.



James Franey

Franey stated that the physical facilities of Universal-International's studio in Universal City will be utilized for most of the production, but that no Universal contract players would appear in any of the films.

The large-scale plans will include

(*Continued on page 4*)

Klieman Offers Plan To Halt Twin Bills

PHILADELPHIA, Oct. 21. — Calling for elimination of "the double feature evil that only breeds inferior pictures," Paul Klieman, general manager of W. and R. Theatre Enterprises here, at the weekend offered the industry a comprehensive plan for the setting up of "a well-balanced unit show developed to provide 2½ hours of variety and wide appeal material."

Said Klieman: "The greatest era of prosperity in the history of the motion picture industry is close at hand. It is but for our leaders, if they are

(*Continued on page 4*)

Three RKO Films at Paramount in a Row

Three RKO Radio releases will follow successively at New York's Paramount Theatre beginning Oct. 31, Robert Mochrie, RKO Radio sales vice-president, reports.

Jerry Wald and Norman Krasna's "Behave Yourself!" will open Oct. 31. This will be followed by "Two Tickets to Broadway," co-starring Janet Leigh and Tony Martin, and Edmund Grainger's "The Racket," with Robert Mitchum, Robert Ryan and Lizabeth Scott. Grainger's "Flying Leathernecks" has just completed a four-week run at the Paramount, the third picture to hold that long this year. The other two were Martin and Lewis films.

'IA' Raise to Cost Studios $11,000,000

Wide Benefits in New Pact Effective Thurs.

HOLLYWOOD, Oct. 21. — Major studios' annual production labor costs will be increased about $11,000,000 in consequence of wage adjustments granted to IATSE unions at the weekend, according to a responsible estimate, and it will go higher if the living-cost index rises sufficiently to put a newly-incorporated escalator clause into operation.

Adjustments, representing a compromise between IATSE demands and studio proposals, become effective on Thursday and will run for a two-year period.

The agreement, negotiated in a fortnight of sessions between Association of Motion Picture Producers vice-president Charles Boren, IATSE

(*Continued on page 5*)

Hollywood to Ask Salary Board to Keep Present Plan

WASHINGTON, Oct. 21.—Hollywood producers and talent guilds are expected to join forces on Tuesday to ask the Salary Stabilization Board to permit them to continue customary salary policies for talent employees.

They will appear in New York before a special Salary Board committee which has been appointed to make recommendations on salary control policies for talent workers.

The studios are now operating under a special "letter of interpreta-

(*Continued on page 5*)

Sir Sidney Clift, 66, Dies Suddenly

LONDON, Oct. 21.—Sir Sidney W. Clift, 66, one of the United Kingdom's best known exhibitors and widely active in exhibitor organization affairs, collapsed and died in the Birmingham Railway Station at the weekend.

Clift was chairman and managing director of Clifton Cinemas and its associated companies, which have headquarters at Birmingham. He was

(*Continued on page 5*)

Personal Mention

STEVE BRODY, Monogram-Allied Artists president, and NORTON V. RITCHEY, head of Monogram International, have arrived in London from New York for discussions with Associated British-Pathe officials. They plan to visit Germany before returning to the U. S.

•

DORE SCHARY, M-G-M vice-president in charge of production, accompanied by WALTER R. REILLY, his executive assistant, and HOWARD STRICKLING, studio publicity head, are due here from the Coast tomorrow after making a stopover today in Chicago.

•

MEL DANHEISER, head of the RKO Radio foreign statistics department, and assistant to R. K. HAWKINSON, and his wife announce the birth of a son, RICK LANE, at the Horace Harding Hospital in Queens, N. Y.

•

KURT HIRSCH, producer, arrived in New York over the weekend from Hollywood for conferences with WILLIAM J. HEINEMAN and MAX E. YOUNGSTEIN, United Artists vice-presidents.

•

FRED S. KOGOD, head of K-B Theatres in Washington, will on Thursday have his life dramatized over NBC's "Hall of Fame" radio program.

•

G. I. WOODHAM-SMITH, director of the J. Arthur Rank Organization, and his wife arrived here yesterday from London on the *S.S. Queen Mary*.

•

MANNY PEARSON, M-G-M field promotion representative, is in town from Cleveland for conferences with DAN S. TERRELL, exploitation head.

•

BOB MOSCOW, general manager of the Rialto Theatre Corp. in Atlanta, has returned home after a business trip in New York.

•

GEORGE ROTH, Fine Arts Films general sales representative, has left here for a business trip through the Southern territory.

Warner S. American Sales Meet Nov. 18

The annual meeting of all of Warner Brothers' South American sales executives will take place in Buenos Aires during the week beginning Nov. 18, according to Wolfe Cohen, the company's general foreign manager. Karl MacDonald, vice-president of Warner Brothers International, will accompany Cohen to the meeting.

Gulf States Allied Meet

NEW ORLEANS, Oct. 21. — Allied Theatre Owners of Gulf States' board members and directors will meet on Tuesday at the New Orleans Hotel here for discussions in preparation for the forthcoming national convention in New York.

SMPTE's Largest Convention Closes

HOLLYWOOD, Oct. 21.—The largest convention in the Society of Motion Picture and Television Engineers' history, with more than 600 reservations, and described by convention vice-president W. C. Kunzmann as the "most successful on record," closed Friday night with a final session devoted to three-dimensional pictures. The next semi-annual meeting will be held at the Drake Hotel, Chicago, April 21, it was announced.

Spottiswoode of Britain

Raymond Spottiswoode, representing the British film trade, told the night session that three-dimensional pictures offer the industry its challenge to television, and cited the experience of London theatres, which he said have done standout business with three-dimensional films requiring the use of viewing devices, to support his contention that industry's apprehensions that the public would not accept viewing devices is without basis in fact. Spottiswoode made the prediction that engineers will ultimately eliminate the need for the use of viewing devices by developing an electronic system to cope with the problem.

Albany May Yet Get Star Tour: Lamont

ALBANY, Oct. 21.—Strong hope for the revival of the "Movietime U.S.A." star tour in the Albany exchange district was expressed by co-chairman Harry Lamont at the weekend following a conference in New York with Robert W. Coyne, assistant to national drive chairman Robert J. O'Donnell.

O'Donnell to Texas

O'Donnell, who has returned to Texas, is working on a line-up of personalities for swings through areas not covered in the recent nationwide tour. The screen capitol group would travel intact to the exchange centers. Albany, which had only four people here for a luncheon, and Buffalo would get the stars for three days each, under tentative plans.

Lamont told Coyne he would like to have the trip arranged as soon as possible—within the next three or four weeks.

It may be necessary to launch a new campaign, especially if the intervening time is long. This and other matters will be discussed at a meeting here of branch managers salesmen and others, probably on Saturday, Oct. 27.

Reporting that "the response to the stars in small places was terrific," Lamont predicted that it would be "the same in such situations of Albany district" if the stars would revisit the city.

Lewis Dinner Delayed

The testimonial dinner for Chick Lewis, scheduled for Wednesday evening, has been postponed to Jan. 11. Fred J. Schwartz is committee chairman.

Panel Discussion to Feature KMTA Meet

Kansas City, Oct. 21. — A panel discussion and a question-answer period will be a feature of the annual convention in November of the Kansas-Missouri Theatre Association. The panel named by the board of directors meeting Oct. 17 includes Elmer Bills as chairman, Homer Strowig, R. R. Biechele, Tom Edwards and Dale Danielson, the president of the Association. All others are former presidents. One question they will particularly discuss is what more the association can do to help exhibitors.

Chi. Neighborhood Business Sags

CHICAGO, Oct. 21. — "Movietime U.S.A." notwithstanding, outlying business continues in the doldrums here as neighborhood theatres sag perilously close to the lows they hit during the early months of this year.

Despite the excellent work done by the "Movietime" committee in putting over the star tour and the State street parade, a large number of local exhibitors are not giving the campaign even token cooperation, with many theatres, including several downtown, refusing (or neglecting) to put up banners, valances, streamers, or any of the other accessories available for publicizing "Movietime."

The situation naturally is causing some restiveness among the exhibitors who have gone all-out to support the campaign, inasmuch as they feel that their efforts are being nullified by the failure of the industry to present a united front. In contrast to the lagging box-office in the subsequent-runs, the first runs are holding up quite well with many strong pictures, such as "A Place in the Sun"; "An American in Paris," "The Day the Earth Stood Still"; "A Streetcar Named Desire"; and "No Highway in the Sky" now playing or due to open here shortly. With "David and Bathsheba" moving into the outlying houses after a very successful first run, neighborhood exhibitors are hopeful that it will mark the beginning of a pickup in business, with other strong product to follow.

Picker Joins UA As Foreign Dept. Head

Arnold Picker on Friday left his post of vice-president of Columbia International and this week will join United Artists as foreign department chief. Columbia disclosed Picker's departure and a UA spokesman reported Picker's new post.

It has not yet been determined, the UA official said, whether Picker will receive an officership, such as vice-president, in connection with his new assignment. The switch from Columbia to UA has been pending for some time.

Newsreel Parade

SENATOR TAFT announcing his candidacy and the American Legion meeting in Miami are current newsreel highlights. Other items include auto crashes, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 85 — Ten-car crash in race. American Legion hails Gen. MacArthur. Taft throws his hat in the ring. Czech miners escape from Reds. Navy launches deadly sub. Paris styles.

NEWS OF THE DAY, No. 215—Sen. Taft's hat in the ring for 1952. Vino time in Italy. Colorado River marathon. New role for President Truman. Spotlight on diamonds. Legion convention cheers MacArthur.

PARAMOUNT NEWS, No. 18 — 'Legion Week' in Miami. Mrs. K. L. Williams wins home snapshot national award. Senator Taft announces his candidacy in Presidential sweepstakes. Sports report: Ten cars pile up in flames.

TELENEWS DIGEST, No. 42-B—Germany: operation combine. UN: Iran vs. Britain. Sir Gurney assassinated. Ali Khan assassinated. Taft in the running. Tokyo strike. Anniversary of Columbus' birth. Italy: land reforms. New sub. American Legion meet.

UNIVERSAL NEWS, No. 501—Senator Taft throws hat in the ring. Truman breaks ground at Murphy, N. C. American Legion holds convention in Miami. Diamond fashions. Sports: football, auto racing.

WARNER PATHE NEWS, No. 20—Auto race. Taft pitches his hat in the ring. American Legion convention. Murphy, N. C. dedicates 10 Commandments Mountain. Atomic weapon to fight cancer. Sweater girls. Australia semi-symphony.

Kane, Sherman, at Columbia Promoted

The appointment of John Kane to supervise the copyright protection and title departments of Columbia Pictures was announced here at the weekend.

His appointment led to three other promotions at the home office. They were: Irving Sherman, former assistant manager of exchange operations, named personnel director, the post formerly occupied by Kane; George Berman, former assistant manager of the sales accounting department was named assistant manager of exchange operations, and Mrs. Hortense Beckert has become manager of the filing department, replacing Betty Stearns, who recently resigned from the company.

Miss M. Weisel will continue in her present position as manager of the title department, under the over-all jurisdiction of Kane, heading the newly created post.

Promote Goldberg to Newspaper Contact

Fred Goldberg has been promoted to the position of Paramount's New York newspaper contact, according to an announcement by Herb Steinberg, home office publicity manager.

Goldberg has been with Paramount for six years. During that period he has served as trade paper and syndicate contact and, most recently, has been in charge of national tieups.

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A NEW KIND OF WESTERN!

A SENSATIONAL INNOVATION IN ACTION ENTERTAINMENT! Music, songs and ballads pacing terrific thrill drama! . . Songs include that top hit tune "I WISH I WUZ".

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A ROARING SAGA OF REDSKIN VENGEANCE . . . AND OF THE TINY CAVALRY OUTPOST THAT DEFIED IT!

RKO presents

"SLAUGHTER TRAIL"

Color by CINECOLOR

starring

BRIAN DONLEVY · GIG YOUNG
VIRGINIA GREY · ANDY DEVINE
ROBERT HUTTON and introducing **TERRY GILKYSON,**

composer of "Cry of the Wild Goose," singing: "HOOFBEAT SERENADE," "BALLAD BANDELIER," "THE GIRL IN THE WOOD," "EVERYONE'S CRAZY 'CEPTIN' ME" and "JITTERY DEER-FOOT DAN"

Produced and Directed by IRVING ALLEN
Screenplay by SID KULLER

RKO RADIO PICTURES

Klieman

(*Continued from page* 1)

men of ability, foresight, showmanship and sincerity, to adopt this plan as quickly as possible."

Sets Up 4 Requirements

The "unit show" plan sets up four requirements:

"(1) A Grade A feature with at least two or more established stars who possess good marquee strength. Running time between 75 and 90 minutes.

"(2) A featurette of opposite appeal to the feature, with at least one marquee star and one or more new or unknown stars who have the ability and possibility of top stardom. Running time to average 30 to 40 minutes. Featurette to have appeal for women if main feature has male appeal. The opposite in all categories to hold true for featurettes.

"(3) A 15 to 20 minute public relations subject dealing with the following: Racial and religious of positive nature, short stories, Biblical stories, human interest experiences which are unlimited and published monthly in dozens of magazines or any subject which may have personal interest to at least 10 per cent or more of the population.

"(4) A color cartoon of excellent comedy material suitable for both adult and juvenile appeal."

Klieman envisaged a widened scope of patronage from the use of such a plan. He said it would bring back to theatres patrons who, because their available entertainment time is limited, have been discouraged from attending theatres by the use of double bills.

"The public relations subjects," he declared, "will be the additional method of recapturing the lost audience and creating avenues to the vast untapped new audiences who are awaiting subject material of interest to them." The plan should be supplemented by "far reaching showmanship campaigns," he added.

Para.CBS Deal

(*Continued from page* 1)

if the deal now being negotiated between Paramount Television and a U.N. committee is consumated, Richard Hodgson, Paramount TV executive, is expected to lead a contingent of Paramount technicians to the French capital to film the event.

Josephine Baker Dated

CHICAGO, Oct. 21.—Josephine Baker, who appeared here a few months ago, has been booked into the Chicago Theatre for a repeat engagement during the week of Nov. 2. Lauritz Melchoir is tentatively scheduled to follow her for a two-week appearance at the Chicago starting Nov. 9.

Alaska Theatre Fire

PORTLAND, Ore., Oct. 21.—Partial details of a costly fire in downtown Cordova, Alaska, report losses upward of $500,000, with the Cordova Theatre among the buildings destroyed.

Wilcox Signs Brook

Herbert Wilcox, British producer, has signed Peter Brook to direct "Beggar's Opera," forthcoming technicolor film to be produced in England by Wilcox-Neagle Productions, the W-N New York office reports.

Review

"Let's Make It Legal"

(20th Century-Fox)

ROBERT BASSLER has produced, Richard Sale has directed, and F. Hugh Herbert and I. A. L. Diamond have scripted a light, glib domestic comedy that makes no particular demands upon the talents of stars Claudette Colbert, MacDonald Carey and Zachary Scott. Not only do the players manage their roles with easy grace and aplomb, but they are frequently quite casual about the comic developments surrounding the pending divorce of a pair of young grandparents. The sum total is a breezy film that should give audiences a chucklesome 77 minutes of vicarious fun. The strong marquee names should serve the picture well box-officewise.

When the screenplay—based on a story by Mortimer Braus—opens it is but a matter of hours before the divorce of Miss Colbert and Carey becomes final. It appears that the source of their disagreement was Carey's uncontrollable mania for card-playing, dice games, horse betting and other forms of gambling. Her alimony demands have now emptied his pockets, and for that reason, plus the fact that he still loves her and the rosebushes he had so tenderly attended on their front lawn, he wants their marriage to continue. It is apparent, too, that Miss Colbert still loves her husband, but that his gambling (at which he seldom loses) has made their partnership impossible for her. Into this situation enter several complications. Scott, a rival in their high school days for Miss Colbert's heart, arrives in town a celebrity and at once seeks again to win the lady now that divorce is about to make her free of Carey. The couple's daughter and son-in-law, who long had been at odds over the question of whether to continue living with Miss Colbert or move into a place of their own, find their loyalties divided as the triangle tightens. When Miss Colbert and Scott announce their engagement, Carey's desperation ascends to greater comic heights. Ultimately, the divorced pair are reunited for a happy finish. The capping joke, incidentally, is the disclosure that in the old days Carey won Miss Colbert from Scott in a crap game, unknown to her. The supporting roles are filled nicely by Barbara Bates, Robert Wagner, Marilyn Monroe, Frank Cady, Jim Hayward and others.

Running time, 77 minutes. General audience classification. For November release.

CHARLES L. FRANKE

'U's United

(*Continued from page* 1)

the production of color pictures in addition to those in black-and-white.

The entire program is designed expressly for the requirements of television. Franey emphasized that United World's television pictures would not compete with the full-length motion pictures which Universal produces for exhibition in theatres.

Names George Bole

To accelerate the production plans, Franey stated that George Bole, assistant studio manager of the "U" studio, would serve as liaison executive for the studio and United World.

United World Films, since its inception some five years ago, has engaged limitedly in the sale of films for use on television, but essentially the company specialized in the production and distribution of motion pictures for non-theatrical and home consumption.

$500,000 'Frisco Deal

SAN FRANCISCO, Oct. 21.—A half-million-dollar deal was closed here between Louis Kaliski, long-time theatre operator in Alameda and later in Oakland, and San Francisco theatre operators Carol Nathan and Edward Baron. The property purchased by Kaliski includes a post-office building, the Marina Theatre building, store buildings and the El Presidio Theatre Building.

Press Unit Cites 'Well'

A special mid-season citation, the second ever voted by the Foreign Language Press Film Critics Circle, was awarded to the producer, director, author, players and technical staff of "The Well," current United Artists release, it was announced by Sigmund Gottlober, executive secretary of the circle.

MGM Meet

(*Continued from page* 1)

he and studio executives and producers have spent many months on. The number of releases will probably aggregate the same as this year when approximately 40 will be delivered. This number, however, has no bearing on the production program.

Subsequent to Schary's talk, the topic to be discussed will be "Our Mightiest Promotion Plans," with Howard Dietz, Silas F. Seadler, John Joseph and Dan S. Terrell outlining plans for advertising, publicizing and merchandising tie-ups. Schary and Strickling will head for New York tomorrow afternoon.

Rodgers also will discuss the sales policy for "Quo Vadis." He also will meet with the men of the various divisions in groups to talk over selling plans for the forthcoming season. Charles M. Reagan and Edward M. Saunders will also sit in on the group sessions.

Additionally, H. M. Richey and M. L. Simons will meet with division managers and their component groups for a general discussion of "Customer Relations."

Following the group sessions, it is planned to hold a general conference for final discussion of the program gone over and the understanding which is to guide future activities.

It is planned to screen "Quo Vadis" exclusively for the sales delegates at a theatre here.

Maryland Censor Report

BALTIMORE, Oct. 21.—During the past fiscal year, the Maryland Board of Censors reviewed 2,339 original features and short subjects, including 799 dramas, 538 comedies, 581 newsreels, 235 cartoons, 165 advertisements and 21 miscellaneous films, according to a report by Sydney R. Traub, board chairman.

U.S. Moves

(*Continued from page* 1)

Corporation of America unveiled its color theatre TV equipment for the first time in New York. In addition, other companies, such as 20th Century-Fox, with its Swiss Ediophor system, and Paramount Television, Inc., which recently demonstrated its new tri-color tube, would most likely be affected.

Immediately after receiving the ODM request, CBS president Frank Stanton wired the ODM that he would comply. In addition, Stanton announced that "CBS television would also suspend its regular schedule of color broadcasts in view of the fact that there will not be a sufficient number of color receivers in the hands of the public to warrant such a service.

ODM director Charles E. Wilson said the critical material shortage in the current defense emergency required suspension of all plans for new products using scarce materials and not absolutely essential to the defense effort.

ODM officials would not say officially whether large-screen color TV was involved, but one spokesman did say that "it uses scarce materials, doesn't it?"

Stanton's statement added that CBS, within the limitations which may be imposed by the Defense Mobilization effort, would continue experimental and development work during the manufacturing suspension, with particular attention to the development of a tri-color tube.

New Tax Measure

(*Continued from page* 1)

industry from Federal excise taxes, at an estimated saving of about $5,000,000 a year.

If President Truman signs the bill late today, the excise changes would go into effect Nov. 1.

The measure would also boost the corporate tax rate from 25 per cent to 30 per cent on the first $25,000 of corporate income and from 47 per cent to 52 per cent on the rest. Changes in the corporate tax ceiling, excess profits tax, loss-carryover and other corporate tax regulations are also in the bill.

Ten Openings for 'Horse'

Snader Productions' "The Wooden Horse" will be booked in 10 Metropolitan New York day-and-date engagements starting Wednesday in the Eighth St., Gramercy, Lido, Midtown, Alpine, Trans Lux 85th St., Colony in White Plains, Parkway in Mt. Vernon, and the Beacon and Austin in Queens.

'Carol' Opens Nov. 28

"A Christmas Carol," the Charles Dickens tale, starring Alastair Sim as "Scrooge," will have its American premiere at the Guild Theatre in Rockefeller Center on Nov. 28, it was announced by William J. Heineman, United Artists distribution vice president.

Lopert-Lowendahl Deal

I. E. Lopert, president of Lopert Films Distributing Corp., has closed a deal with Lowendahl Productions whereby his firm will handle the domestic distribution of "The Medium," produced by Walter Lowendahl.

'IA' Raise

(*Continued from page* 1)

president Richard Walsh, International "IA" representative Roy Brewer and officials of the IATSE locals here, provides an increase of 24 cents per hour or 10 per cent, whichever is greater, up to a maximum of $18.50 per week. The living-cost escalator clause provides for a one cent per hour increase for every eight-tenths point advance in the index, but goes into effect only if the index rises five points, and can operate in reverse, on a downward trend in the index, providing the reduction does not go below the present level.

Additionally, studios will pay five cents hourly on all straight time into a jointly-administered health and welfare fund, and will pay daily workers for six holidays observed annually by the studios. A pension and retirement fund asked for by the IATSE was not granted.

The IATSE agreement is the first in a series confronting the majors, and doubtless will set the pattern for agreements to be reached with major and minor independents. Screen Actors Guild negotiations for increases and other benefits, which were held in abeyance pending completion of "IA" meetings, are next on the majors' agenda.

'Command' Openings Get Navy Go-Ahead

Twenty-one day-and-date key situation openings, as well as the world premiere of Paramount's "Submarine Command" will be held with the full cooperation of the Navy, it was revealed today by A. W. Schwalberg, president of Paramount Film Distributing Corp.

After the big premiere at the Norfolk Naval Base on Oct. 23, for the benefit of the Naval Relief Fund, there will be twenty-one day-and-date kick-off at the following cities: Washington, D. C., Baltimore, Richmond, Va., New London, Conn., San Diego, Calif., Portsmouth, N. H., Chicago, San Francisco, Oakland, Calif., Corpus Christi, Texas, Boston, Portland, Me., Providence, R. I., Newport, R. I., Pensacola, Fla., Jacksonville, Fla., Key West, Fla., Charleston, S. C., New York, Memphis, and New Orleans.

Dressler to Chromatic

The appointment of Robert Dressler as director of research and development for Chromatic Television Laboratories, Inc., has been announced by Richard Hodgson, president. Dressler for the past five years has been in charge of various aspects of television research for Paramount Pictures Corp.

Kraska Opens Office

BOSTON, Oct. 21.—George Kraska, former managing director of the Beacon Hill Theatre here, will open a public relations office here this month.

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WE'LL GIVE YOU F-A-S-T-E-S-T SERVICE
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Review

"Jungle Manhunt"

(Columbia)

A GENEROUS AMOUNT of action and suspense is contained in this latest Jungle Jim film, starring Johnny Weissmuller. The youngsters especially should find it quite enjoyable with the plot easy to follow and everything proceeding along standard lines.

The picture, filmed in sepia tone, has Sheila Ryan as a free lance photographer hired to find a former all-American football player who has been missing since a World War II bomber mission. She meets Weissmuller and he agrees to help in the search. Soon enough, however, there are complications in the form of a tribe of savage natives attacking and burning villages.

The natives are led by Lyle Talbot, a white scientist who plans to exploit the natives for his synthetic diamond scheme. It isn't long before Bob Waterfield, the ex-football player, is discovered, living happily with a friendly tribe whom he has started to educate in civilized living. At the end, after the evil-doers are brought to justice, the football player refuses to go back to America and the girl stays with him.

Others in the cast include Rick Vallin, Lyle Talbot and William P. Wilkerson. Sam Katzman produced and Lew Landers directed, from a screenplay by Samuel Newman.

Running time, 66 minutes. General audience classification. October release.

UA-Carriers Pact

(*Continued from page* 1)

when queried about a report from Cleveland that NFSC made a deal with UA whereby the distributor "is guaranteed to receive $35,000 between now and Jan. 1, 1952." The sum, it was reported, would accrue from discounts on UA's weekly film service bills of five per cent and 20 per cent.

Figure Can't Be Verified

Bollengier said the $35,000 was a figure that "cannot be verified." The Cleveland dispatch said film service organizations in the field object to the deal and plan to challenge the authority of the NFSC directors who are said, according to the report, to have made the deal without consulting its member organizations.

The UA treasurer explained that since ELC, which was purchased by UA from Pathe Industries, no longer operates "we have merely verified a deal with NFSC under which we bring the product of both companies under one contract." The terms of the UA contract, as it stood before the arrangement, were more favorable from a distributor's standpoint than were those of the old ELC contract, Bollengier said.

Snader Names Three To Sales Force

Herbert Bregstein has been named Western sales manager of Snader Productions and Robert L. Kronenberg sales representative for the Los Angeles district. Harold Wiesenthal, formerly with Universal and Eagle Lion Classics, has become Midwest and Inter-mountain sales manager, it was disclosed here at the weekend by Oliver A. Unger, Snader's national sales manager.

Snader is the U. S. distributor for some British films, including the Sir Alexander Korda program.

Set Busy Speaking Schedule for Wolf

Maurice N. Wolf, special M-G-M field exhibitor relations representative, has a speaking engagement on Oct. 29 before the Rotary Club at Winthrop, Mass. On Oct. 30 he will do a similar stint at the Rotary Club at Newburyport, N. H. In November, he has scheduled five dates already set.

Dezel Acquires 10 Pine-Thomas Films

Albert Dezel has acquired 10 Pine-Thomas pictures formerly released by Paramount in a transaction made with Jules Weill, representing Specialty Pictures Corp. Dezel will distribute the pictures in the Chicago, Detroit, Indianapolis and Milwaukee territories.

The program consists of: "Wildcat," "Wrecking Crew," "Tornado," "Take It Big," "Shaggy," "Dangerous Passage," "Follow That Woman," "Swamp Fire," "Fear in the Night," "Caged Fury. "

Hollywood

(*Continued from page* 1)

tion" from the Wage Stabilization Board, which had the effect of permitting the continuation of traditional salary policies for actors, directors, writers and other talent. Officials of the Association of Motion Picture Producers, the Screen Actors Guild, Screen Writers Guild and the Screen Directors Guild are expected to make a joint presentation before the government committee on Tuesday, and their stand will probably boil down to a request for the continuation of the Wage Board "interpretation."

The special "talent workers" panel of the Salary Stabilization Board is supposed to make recommendations to the main board.

Panel Meets Tomorrow

Tomorrow, the panel will meet with officials of the National Association of Radio and Television Broadcasters, CBS, ABC, the Radio and Television Directors Guild, Associated Actors and Artists of America, American Guild of Musical Artists, and the Authors League of America.

Sir Sidney Clift

(*Continued from page* 1)

national chairman of the Cinematograph Exhibitors Association in 1944-45, and was chairman and president of the Birmingham and Midland Trade Benevolent Fund. He practiced law before entering the motion picture business. Sir Sidney was Knighted in the King's June Birth Honors List in 1947.



Your First Big Dividend

on that

MONOGRAM ALLIED ARTISTS Guarantee

of a

TOP COLOR HIT EVERY MONTH!

Exhibitors Insurance Policy

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"Excellent. Rich in action. Its commercial success appears guaranteed."
...MOTION PICTURE DAILY



"Jam-packed with action, duels, stagecoach holdups, romance. Looks like strong business getter."
...SHOWMEN'S TRADE REVIEW

Allied Artists presents

The Highwayman

Based on the Immortal Classic by ALFRED NOYES

starring

PHILIP FRIEND · CHARLES COBURN · WANDA HENDRIX

co-starring CECIL KELLAWAY VICTOR JORY

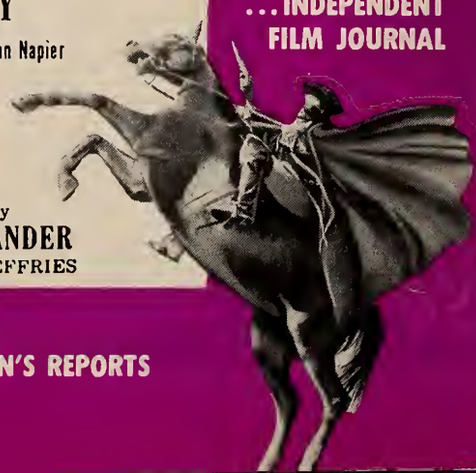
with Scott Forbes · Virginia Huston · Dan O'Herlihy · Henry Morgan · Albert Sharpe · Alan Napier

Color by CINECOLOR

A JACK DIETZ Production · Produced by HAL E. CHESTER · Directed by LESLEY SELANDER

Screenplay by JAN JEFFRIES

"A moneymaker... loaded with exploitation angles. Should click off neat grosses in all situations."
...INDEPENDENT FILM JOURNAL



"Tops all the swashbuckling stories produced in color lately."...HARRISON'S REPORTS

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

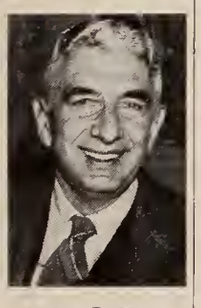
AIR MAIL EDITION

VOL. 70. NO. 79 NEW YORK, U.S.A., TUESDAY, OCTOBER 23, 1951 TEN CENTS

Nation Is Now Pro-Hollywood Mayer Asserts

Takes Stock of COMPO's Achievements in Year

Taking stock currently of the achievements of the Council of Motion Picture Organizations as the all-industry agency concludes its first year of actual work, Arthur L. Mayer, COMPO executive vice-president, observed that the industry in that time has made enormous advances in terms of improved public relations.



Arthur L. Mayer

In consequence of the "Movietime U. S. A." campaign, he said, the newspapers of the nation are reflecting a decidedly pro-

(*Continued on page* 5)

Republic Sells 174 Films to Television

CHICAGO, Oct. 22.—Exclusive first-run television rights in the Chicago area to 174 Republic Picture films for two years have been obtained by WGN-TV, it was announced here today by Elizabeth Bain, film director for the station.

This represents the first actual release of films to television by Republic. Through WGN-TV film availabilities more major feature pictures are said to have been introduced to

(*Continued on page* 5)

Discuss Color TV 'Freeze' on Thurs.

WASHINGTON, Oct. 22.—The Office of Defense Mobilization has scheduled for Thursday a meeting with television set manufacturers to discuss the ODM's proposal to put color television "on ice" for the duration of the materials shortage.

ODM officials admit that each color TV set uses no more scarce material than black and white sets, but de-

(*Continued on page* 5)

MGM's Sales Future Is the Brightest to Date: Schary

CHICAGO, Oct. 22.—Metro-Goldwyn-Mayer faces the brightest sales prospects in its history with current and forthcoming product, Dore Schary, vice-president in charge of production, said today in addressing the company's annual sales conference held at the Ambassador East Hotel, presided over by William F. Rodgers, sales vice-president. Schary



Dore Schary

(*Continued on page* 4)

'Mob,' 'Fox' Bow Strong; B'way B.O. Still Healthy

Strong openings for "The Mob" at the Paramount and "The Desert Fox" at the Globe highlight this week's grosses at New York first-run theatres, where strong product continues to draw in the customers.

A very good $110,000 is seen for the opening stanza of "The Mob" at the Paramount, while "The Desert Fox" is expected to hit a big $55,000 at the Globe.

"An American in Paris" plus a stage show, is still packing them in

(*Continued on page* 5)

Vote on New Status For TVA in Dec.

At the second annual convention of the Television Authority, to be held here for three days beginning Dec. 7, a decision will be made whether its five constituent talent unions shall surrender their autonomy in the interest of converting TVA into a new and independent union under the juris-

(*Continued on page* 5)

Amend Para. Decree On Ga. Dispositions

Further modifications in the Paramount divorcement decree are ordered in an amendment which has been signed in U. S. District Court here by Federal Judge Augustus N. Hand. These apply to theatres in Georgia.

The amendment stipulates that United Paramount Theatres shall not

(*Continued on page* 4)

TV, Radio Broadcasters Adopt Production Code

CHICAGO, Oct. 22.—The National Association of Radio and Television Broadcasters meeting at the Stevens Hotel here have adopted a code of self-regulation embodying the following rules among others for TV broadcasting:

"(1) Scenes depicting violence or vulgarity, details of crime and anything which might encourage gambling or immorality are prohibited.

"(2) Only six minutes maximum of any hour of Class A time maybe used for advertising and advertising messages should be presented with courtesy and good taste.

"(3) Television broadcasters have an affirmative responsibility to provide coverage of public events consonant with the ends of an informed and enlightened citizenry.

"(4) Sex perversion or any reference to it is forbidden.

"(5) Divorce is not to be treated casually nor justified as a solution for marital problems.

"(6) The costuming of all performers shall be within the bounds

(*Continued on page* 5)

Coast Banquet for P.A. Tours' Success

Hollywood, Oct. 22. — The success of the Council of Motion Picture Organizations' "Movietime" talent tours will be celebrated by the participants, the executives who arranged the tours, exhibitors and others at a banquet Thursday night at the Beverly Hills hotel here. Robert J. O'Donnell, 'Movietime' national director, is flying in from Dallas. Ned Depinet, COMPO president, is remaining over for the event. 300 are expected to attend.

See Fewer, But Better Films Made

Wald, Krasna Say Video Spells End of 'B's'

A prediction that major studios in the near future will cut down on the number of pictures and utilize the talent and money thus saved on "big" quality pictures was made here yesterday by producers Jerry Wald and Norman Krasna.

In line with what they called the trend made necessary by the competition of home television, Wald and Krasna said they have reduced the number of pictures that they will make for RKO from 12 a year to four to six a year. They said that Howard Hughes, principal stockholder in RKO Pictures, was in accord with their plans.

According to Wald and Krasna, the day of the "quivering 'A'," picture and "the wobbly 'B' film is past due to the large selective audience which has cropped up since the advent of home television. "I think TV has drained away people who just want to see average films," declared Wald.

(*Continued on page* 4)

New Tax Changes Effective Nov. 1

WASHINGTON, Oct. 22.—Nov. 1 is the official date for the changes in excise rates and coverages contained in the new tax bill. That became official when President Truman signed the bill over the weekend.

Come Nov. 1, then, passes will be tax-free. On reduced-price tickets, the tax need be computed only on the amount actually charged, rather than the regular established price.

Another change will be that civic

(*Continued on page* 5)

Dipson Appeals to The Supreme Court

WASHINGTON, Oct. 22.—Dipson Theatres, Inc., today asked the Supreme Court to review the New York Circuit Court of Appeals decision which threw out its anti-trust suit against Buffalo Theatres, Inc., and six major distributors.

The distributors involved are Loew's, Paramount, RKO, Warner

(*Continued on page* 4)

Personal Mention

HERBERT YATES, president of Republic Pictures, arrived here from the Coast over the weekend and will be here about 10 days.

•

STEVE BROIDY, Monogram-Allied Artists president, is scheduled to leave London today en route to New York. NORTON RITCHEY, foreign manager, leaves London for Hamburg.

•

WILLIAM BARNETT, president of Barnett International Forwarders, Inc., returned here from Europe on the *SS Ile de France* yesterday.

•

SIR ARTHUR JARRATT, managing director of British Lion, has arrived in New York from London on a brief business trip.

•

MRS. HAZEL PARKER, president of J. J. Parker Theatres which operate in Oregon, is in New York on a month's visit.

•

JAMES R. GRAINGER, Republic Pictures executive vice-president in charge of sales, will leave here today for Gloversville, N. Y.

•

CHARLES FELDMAN, Universal-International domestic sales manager, left here yesterday for Chicago, and will return Thursday.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for St. Louis.

•

MORGAN HUDGINS of the M-G-M studio publicity department will be in Pittsburgh today and will visit Des Moines and St. Louis later.

•

CHARLES LEMAIRE, executive director of the 20th Century-Fox wardrobe department, will arrive here from Hollywood today.

•

SAMUEL FULLER, 20th Century-Fox writer-producer-director, has arrived here from the Coast.

•

RICHARD DAY, art director for Samuel Goldwyn Productions, will arrive here from Hollywood tomorrow.

Select 'Decision' for Academy Forum

HOLLYWOOD, Oct. 22. — Twentieth Century - Fox's "Decision Before Dawn" has been selected by the Academy of Motion Picture Arts and Sciences for its open forum showing and discussion at the Academy Theatre here on Oct. 28.

The picture will be previewed for Academy members at that time with a panel discussion to follow. On the panel will be producers Anatole Litvak and Frank McCarthy, as well as the script writers and members of Litvak's technical staff who assisted in filming the picture in Germany. Darryl F. Zanuck, production vice-president for 20th Century-Fox, is also expected to serve on the panel.

Picker Expected to Hold Stock in U.A.

Arnold M. Picker, who yesterday joined United Artists as vice-president in charge of foreign distribution following his resignation last week as vice-president of Columbia International, will receive a stock interest in UA as is the case with other officers, including Arthur B. Krim, president; William J. Heineman, distribution vice-president; Max E. Youngstein, vice president and ad-publicity director, and trustees Robert Benjamin and Matthew Fox, it is understood. Columbia released Picker from a contract that had about a year to run.

The UA foreign department had been under the supervision of Benjamin on an interim basis. With the appointment of Picker, Benjamin severed all connection with the department, whose previous official head was Arthur W. Kelly.

Al Lowe meanwhile has resigned as UA foreign sales head. It will be up to Picker to select his administrative assistants. Louis Lober, foreign department executive, is regarded as a likely selection for the post of assistant UA foreign department head.

Krim is scheduled to return to New York today from Mexico City.

Services Held for William McHale

Funeral services were held here yesterday at the Riverside Memorial Chapel for William J. McHale, advertising copy chief for Columbia Pictures.

McHale, who died last Saturday at 58, first joined Columbia as a copy writer in 1937. He left in 1943 for agency work and returned in 1945 as chief of the copy department. He is survived by his widow, the former Phyllis Beveridge; a stepson, William Beveridge; four half-sisters, Mrs. Edgar L. Newhouse, 3d, Mrs. Frances Munox, Mrs. Henry Brill and Mrs. William Bruff, and a half-brother, John McHale.

Finkel to Head Pittsburgh Tent

PITTSBURGH, Oct. 22.—William (Bill) Finkel has been elected chief barker of the Variety Clubs' Tent No. 1. Carl Doser is vice-assistant and Norman Mervis is second assistant. Sam Speranza is doughboy and Al Weiblinger was retained as secretary-treasurer. On the board are Bob Kimmelman, Harold Lund, Elmer Ecker, Mannie Trautenberg, Dave Silverman and Joe Hiller. The Club's annual banquet has been set back from Dec. 12 to Jan. 20.

Dublin Tent Delayed

DUBLIN, Oct. 22.—Date of the induction of Dublin's Variety Tent has been altered at the request of International Chief Barker Marc Wolf who is bringing a party over from New York and who could not make the original date. The new date has now been set for Nov. 23. The Dublin ceremony will be attended by British Chief Barker C. J. Latta and a London contingent.

Col. Workers Pick 'IA' and 'DPOWA'

"White collar" workers at the Columbia Pictures and Columbia International home offices voted at a National Labor Relations Board-sponsored election yesterday to make IATSE Motion Picture Home Office Employes Local No. H-63 their collective bargaining agent. The vote was 172 for "IA" to 18 for "no union."

At the same time, the publicists of those home offices elected as their bargaining agent District No. 65 of the Distributive, Processing and Office Workers of America. The vote was 26 for DPOWA to seven for "no union."

Neither union was opposed by a jurisdictional rival, DPOWA having withdrawn from the "white collar" ballot and "IA" deciding not to contest the publicists election. Screen Publicists Guild once was in control of the Columbia publicists and Screen Office and Professional Employes Guild at one time was the representative of the "white collar" workers. Both of those unions were absorbed by DPOWA, District No. 65.

3 More Elections Are Set for N. Y. 'White Collar' Workers

The National Labor Relations Board office here yesterday set three more dates for elections at which film home office and exchange "white collar" employes will decide on collective bargaining representation. Oct. 29 was set for RKO Service Corp. home office, Oct. 30 for RKO Pictures home office, and Nov. 1 for United Artists' New York exchange.

In each of these elections the choice will be between IATSE Motion Picture Home Office Employes Local No. H-63 and "No union," is was indicated yesterday by Russell M. Moss, executive vice-president of the "LA" local. He reported that District No. 65 of the Distributive, Processing and Office Workers of America, would appear on the ballots because its representatives did not appear at the NLRB hearing held here yesterday.

Mexican Franchise Deals Reset by Krim

Arthur B. Krim, United Artists president, has renewed the company's distribution franchise agreements in Mexico.

He is scheduled to return here today from Mexico City.

Cleveland Advanced Scale

CLEVELAND, Oct. 22.—"Street Car Named Desire," opening Oct. 31 in Warner's Allen Theatre at $1.19 under a continuous policy, will be the sixth picture shown here at advanced prices since the beginning of September. The others are: "Tales of Hoffman," reserved seat policy, $2.40 top; "The River," reserved seat policy, $2.40 top; "An American in Paris," continuous at $1.00 top; "David and Bathsheba," continuous at $1.19 top, and "Bright Victory," continuous at $1.00 top. "Street Car" opens also in Youngstown, Canton and Akron at advanced scale.

NEWS in Brief . . .

TORONTO, Oct. 22.—F. C. Dillon has resigned as executive secretary of the Canadian Motion Picture Distributors Association, effective Nov. 5. Named as his successor is Clare J. Appel, exploitation manager of Marcus Loew's Theatres, Toronto, and previously division manager with Odeon Theatres.

Appel, a former president of Motion Picture Theatres Association of Ontario, was with Famous Players Canadian Corp. for years.

His appointment will mean his resignation as a director of the MPTA of Ontario, the annual meeting of which is scheduled for Nov. 6 at the King Edward Hotel.

•

Arrowhead Productions, which has placed its first picture, "Chicago Calling," with United Artists for release, will make approximately two films a year, Kurt Hirsch, a vice-president of the company, revealed here yesterday, on the eve of his departure for Vienna, where Arrowhead will make its next film.

•

E. C. Grainger will head a group of Shea Circuit home office executives on a two-week visit to various exchange centers for regional meetings. The tour will cover Boston, Cincinnati, Cleveland and Pittsburgh. Also in the contingent will be Gerald J. Shea, M. A. Shea, Jr., A. J. Grainger, C. J. Lawler and R. E. Smith.

•

Anna M. Rosenberg Assistant U. S. Secretary for Defense, arrived in Tokyo yesterday from Washington with a print of Samuel Goldwyn's new "I Want You," to give a special screening for General Matthew Ridgeway and his staff. Later she will give special screenings to United Nations troops in Korea.

•

HOLLYWOOD, Oct. 22.—Nat Liebeskind, long prominent in foreign distribution as general manager for various American companies in the Far East and South America and latterly in American exhibition, is now a talent agent with headquarters in Beverly Hills.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring GENE KELLY • LESLIE CARON and introducing
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

COLUMBIA PICTURES presents
THE MOB
— BRODERICK CRAWFORD
in Person
FRANKIE LAINE
JEAN CARROLL
LES PAUL
MARY FORD
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club. Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

WHAT A JOY

For 2,500,000 readers of seventeen...



AN AMERICAN IN PARIS

Selected by the editors as November's picture-of-the-month . . . tops for teens everywhere!

seventeen

the entertainment magazine for young women in their teens.

Reviews

"Cave of the Outlaws"

(Universal-International)

ALL THE trappings that contribute to the success of the conventional outdoor adventure drama are provided in "Cave of the Outlaws." Among these are Technicolor, effective scenery, lots of action and a good cast. The story deals with gold and the lust it brings out in men.

Elizabeth Wilson, who did the screenplay, saw to it that there was no dearth of action. The story opens with a train robbery, following which the culprits are tracked down in a cave, and all but one killed by the pursuing posse. The only one escaping death is a youth who is sent to prison.

It is now 15 years later and the youth, in the person of Macdonald Carey, is released. Since a fortune in gold was hidden in the cave, Carey goes back to find it. In the course of his acting chores Carey finds himself a sort of human punching bag, for he becomes the victim of mysterious assaults time and again. The one glittering aspect to his post-prison life is Alexis Smith who is trying to raise funds to operate the newspaper which her mysteriously-vanished husband owned. Carey helps her launch the paper but finds a romantic rival in the town's copper tycoon, Victor Jory. Jory is a sinister villain who maintains a surface charm while hiring low thugs to do his dirty deeds. After some probing and a little fisticuffs Carey learns that Jory killed Miss Smith's husband just as he came upon the hidden gold which again disappeared into the dark silence of the cave. This time Carey's search is rewarded with the long-lost gold which he turns over to a Wells Fargo detective.

The showdown fist and gun battle in the cave will keep action fans well satisfied. With the reward for finding the gold assured to Carey he has a future of peace and security to look forward to with Miss Smith. Leonard Goldstein produced and William Castle directed.

Running time, 75 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

"The Whip Hand"

(RKO Pictures)

THE fanciful assumption that a Soviet laboratory for the cultivation of disease germs for use in bacteriological warfare against the U. S. could be established in this country in complete secrecy is the mainspring of a story by Roy Hamilton which has been converted into a screenplay by George Bricker and Frank L. Moss. Produced by Lewis J. Rachmil and designed and directed by William Cameron Menzies, "The Whip Hand" emerges as a distinctly exploitable number with a pulp fiction gait that should please to the hilt film-goers who delight in heroes that are unqualifiedly heroic, villains whose facial features reveal their sinister purposes, and romance that is not overemphasized.

Since the cast of 11 has only one or two names that will be recognizable, it is obvious that this picture, whose stars are Carla Balenda and Elliott Reid, will require strenuous promotion to achieve box-office rewards. The plot, which becomes increasingly transparent as it unfolds, has Reid, a vacationing magazine writer come to the realization that the Midwest ghost town near where he had been fishing had become a seat of the Communists' germ warfare planning.

With a view to revealing his discovery in an article for his publication, Reid undertakes an investigation on his own. His only ally is Miss Balenda, sister of Edgar Barrier, a doctor caught in the Red plot. That they succeed ultimately in outwitting the mad bacteriologist, Otto Waldis, and bringing about the capture of him and cohorts Raymond Burr and Lewis Martin should surprise no one. The sets, including the laboratory situated on an island in a wilderness lake, reveal imagination and originality on the part of decorators Darrell Silvera and James Altwies.

Running time, 82 minutes. General audience classification. Release date, not set.

CHARLES L. FRANKE

"Hot Lead"

(RKO Pictures)

A PRETTY much alright Western with the satisfactory Tim Holt-Richard Martin pair supplying the usual quota of gunplay, hard-riding and knuckle-busting, all enhanced by a bit more romantic material than Westerns of this grade contain. The romance is between Joan Dixon and Ross Elliott.

William Lively wrote the screenplay, which has Holt and Martin working as cowhands for ranch-owner Miss Dixon, a mighty pretty heroine.

Determined to apprehend the killer of a co-worker, Holt persuades Miss Dixon to hire Elliott, who appears to have some connection with the suspected killers. As Elliott warms to Miss Dixon, he becomes less secretive about his past and reveals that he was once innocently involved with the killers and paid for his mistake with a prison term. To trap the gang and their leader, John Dehner, Elliott agrees to join the gang and lead them into ambush. Things appear too pat for Dehner. His suspicions ruin Holt's carefully laid plans. The gang traps Miss Dixon and Elliott and is about to eliminate them when Holt and Martin arrive for the rescue. Herman Schlom produced and Stuart Gilmore directed.

Others in the cast are Paul Marion, Lee MacGregor, Stanley Andrews, Paul E. Burns, Kenneth MacDonald and Robert Wilke.

Running time, 60 minutes. General audience classification. Release date not set.

MERCI, SEVENTEEN

for your bouquets to



AN AMERICAN IN PARIS

Millions of teens will flock to see it, will talk it up to friends, families, dates . . . it's terrific entertainment for *all* America!

an MGM *Picture*

color by Technicolor

music by George Gershwin, starring Gene Kelly and introducing lovely Leslie Caron.

National Pre-Selling

LESTER GRADY, editor of J. Fred Henry Publications, reports that the October issue of *Silver Screen,* featuring RKO's Jane Russell on the cover, is the largest-selling magazine in the publisher's history. Results of the Russell cover have touched off a new demand for color cover shots of the star. Issue which the Russell cover nudged out of first place, oddly enough, was the previous month's issue of *Silver Screen,* which featured Farley Granger and Shelley Winters on the cover. Fan magazine buyers know what to expect on the inside, so covers constitute the major selling approach.

•

The arrival of Jean Peters and Louis Jourdan in New Orleans marks the opening of a huge exploitation campaign for 20th Century-Fox's "Anne of the Indies" which has its premiere at Loew's State Theatre, in that city today. A saturation run in 155 theatres over three states will spring from the opening. Mayor Morrison D. deLesseps will be host to the visiting Hollywood stars. Press and radio will pinpoint participating theatre playdates throughout Louisiana, Mississippi and Alabama.

•

Ernest V. Heyn hos been appointed editor of the American Weekly, *oldest and lorgest of the Sundoy newspoper magazine supplements, occording to an announcement by Williom Rondolph Heorst, Jr. Heyn wos formerly vice-president ond editor-in-chief of Mac-Fodden Publicotions. He will join the* American Weekly *ot once, relieving Kenneth McCaleb, editor of the* Sunday Mirror *magozine, who has been holding down both jobs temporority during the post few months.*

•

Metro's "An American in Paris" is gettnig an exceptional break in current magazines. The October *Modemoiselle* includes an eight-page fashion layout, the November *Redbook* gives it top rating in a review with a half-page color photograph, the November *Holidoy* has high praise for the picture, *Seventeen* for November selects it as the picture of the month, *Womon's Home Componion* for November says it's delightful, and the Oct. 15 issue of *Quick* gives it special handling.

With 154,198,164 readers, M-G-M claims for "An American in Paris" the largest national magazine advertising campaign ever attained for a single picture. Magazines included are *Americon, Look, Collier's, Soturdoy Evening Post, McColl"s True Story, Ladies Home Journol, Modern Screen, Porents' Mogozine, Movieland, Screen Guide, Motion Picture, Cosmopoliton, Seventeen, Redbook, Good Housekeeping, ond Womon's Home Companion.* Majority of the full-page ads are in color.

•

Some 5,000 blue veils will be given out to those who purchase tickets for the world premiere benefit of the RKO picture, "The Blue Veil" ot the Criterion Theotre in New York Friday evening, in cooperotion with the United Hospitol Fund, in its 73d annuol drive to aid 82 hospitals in Greater New York.

WALTER BROOKS

Wald, Krasna Predict

(*Continued from page* 1)

"How this will affect real estate we don't know," continued Wald, who predicted dismal failure for only average films and big money returns and longer runs for the fewer "big" pictures, made without cutting corners for economy.

The producers emphasized that people with TV sets are now shopping around and only a film which has something special to offer will attract them to a theatre. In addition, the two pointed out that "big" pictures can be much more readily pre-sold to the public, thus ensuring longer runs at theatres, which they see as profitable both to the exhibitor and the producer. The longer-run film, Wald added, can be exploited much better by the exhibitor.

Poorer quality is the result of a too-heavy production schedule, they maintained. "If you want mediocrity you can get it on television," Krasna declared. "There's room for about 100 good pictures coming out of Hollywood a year," Krasna said, adding that the 30 to 40 picture per year schedule of many studios will be cut in the future.

Will Run Single Bills

The theatre of the future will run single bills, instead of double features, and there will be more first-run houses, according to Wald and Krasna. The producing team, who arrived here for the world premiere of "The Blue Veil" on Friday at the Criterion, said that "television is the second feature of the industry."

'Timidly-Budgeted' Pictures

Instead of worrying about "timidly-budgeted" pictures, the industry should join producers such as Cecil B. DeMille and Samuel Goldwyn and make pictures that people feel they cannot miss and cannot see on TV, they maintained. Home television, both stressed, cannot compete with good pictures, with TV's constant demand for new material and new faces already at a shortage.

Trailers to Warn NY Patrons of 'Air Raid'

Theatres and other amusement places in New York City are being instructed on preparations so the surprise air raid drill late next month will not be too much of a surprise to their customers, Arthur W. Wallander, Civil Defense Director, has reported. When the test actually comes, a trailer will be flashed on theatre screens saying, "An air raid test is now in progress. Remain in your seats and follow instructions of the management."

Wallander said the theatres have been instructed to arrange for a film trailer for daily showing reading, "In the event of an air raid warning, remain in your seats and follow the instructions of the management."

Brandt to Speak At B'nai B'rith Lodge

Harry Brandt, chairman of the Joint Defense Appeal's fund-raising drive, will be the key speaker at the first opening meeting of New York's Cinema Lodge of B'nai B'rith at the Hotel Astor, Tuesday evening, Oct. 30, Martin Levine, president, has disclosed.

ATS Meeting Thursday

A luncheon-meeting of the American Television Society will be held here Thursday at the Hotel Roosevelt on the subject "To Pay or Not to Pay." Speakers will include Paul Raibourn, vice-president of Paramount Pictures, and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres.

'Streetcar' in Albany

ALBANY, N. Y., Oct. 22.— Warner Brothers will make local history with a twin- theatre presentation of "A Streetcar Named Desire" at the Strand and the Ritz, beginning Oct. 31, at roadshow scales ($1.20 top). Originally the circuit set the film for the Ritz on a two-week slate, then changed the booking to the Strand and finally decided on a dual showing.

Mayer at Florida Convention Today

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, has accepted the invitation of Bolivar Hyde, president of the Motion Picture Exhibitors of Florida, to address the group's annual convention today at the George Washington Hotel in Jacksonville.

Mayer will report on the national success of COMPO's "Movietime U. S. A." campaign to date.

Amend Para. Decree

(*Continued from page* 1)

acquire the interest of co-owners in the following: the Ritz, Bijou and Roxy theatres in Brunswick; the Royal, Ritz, Roxy and State in Gainesville; the Grand, Capital, East Macon, Rialto and Ritz in Macon, and the Carver, Ritz, Lyric and Drive-In in Waycross.

On the other hand, UPT may acquire the interest of co-owners in the Palace and Ritz, Athens; Imperial and Rialto, Augusta, and the Bradley or Georgia in Columbus.

The company may retain the Columbus Drive-In only if it shall show that such retention shall not unduly restrain competition three months after acquisition. It may acquire in Columbus co-owners' interest in the Springer, Village and Rexview in addition to the Drive-In. In the event UPT shall retain less than two of these, it may upon application to the court, secure an additional theatre in Columbus, contingent on the approval of the U. S. Attorney-General.

Should UPT dispose of all its interests in theatres in Macon, the company may acquire an existing theatre in that city with the government's approval.

Dipson Appeals

(*Continued from page* 1)

Brothers, United Artists and 20th Century-Fox.

The high court is not likely to rule on the Dipson appeal for several weeks.

MGM Future

(*Continued from page* 1)

also stressed that the selling of film is like a chain reaction, beginning with the writer's original idea and continuing on to word-of-mouth by the individual theatre patron.

Speaking before 75 M-G-M home office executives, sales managers, district and branch managers, Schary stated that out of 117 films announced by the company during the past 32 months, a record number of productions—82—have been delivered, 13 are finished, five are in production now and eight are starting in the near future.

As potential box-hits to follow "An American in Paris," Schary named "The Wild North," "Westward the Women," "Callaway Went Thataway," "Belle of New York," "When in Rome," "Singing in the Rain," "The Merry Widow," "Scaramouche," "Lovely to Look At," and "Skirts Ahoy."

Schary announced that one of the most important film projects on M-G-M's future schedule will be "The Making of a Marine," based on the recent *Life Magazine* story of U. S. marine training. The picture will be produced by Schary with William A. Wellman directing, the same team that made "Battleground."

Films Now in Preparation

Among the films now in preparation for an early start, Schary named "The Student Prince," starring Jane Powell and Ricardo Montalban; "Pat and Mike" starring Spencer Tracy and Katharine Hepburn; "Mr. Congressman"; "Carbine Williams," starring James Stewart; "Plymouth Adventure," starring Spencer Tracy and Van Johnson, which Schary will also produce; "Eagle on His Cap"; "Mexican Village," starring Ava Gardner, Fernando Lamas, Ricardo Montalban and Cyd Charisse; "Young Bess," starring Stewart Granger and Jean Simmons; "Mogambo," starring Clark Gable; "Three Love Stories," starring Fernando Lamas, Pier Angeli and Leslie Caron; "Years Ago," starring Spencer Tracy and Debbie Reynolds; "Brigadoon," starring Gene Kelly and Kathryn Grayson.

Schary left here tonight for New York, where he will address the Allied States Exhibitors convention at the Biltmore Hotel on Oct. 31. On Nov. 4, he will be the principal speaker at the National Jewish Welfare Board convention in Washington.

Rodgers, E. M. Saunders, his assistant, Charles M. Reagan, sales executive, and H. M. Richey, exhibitor relations head, welcomed the entire field sales executive force before Schary spoke.

M-G-M Will Hold Convention For International Division

CHICAGO, Oct. 22.—M-G-M's International sales force will hold a sales conference of its own next March in Rome, when leading company foreign executives will attend and discuss "Quo Vadis." Rome was selected as the site for the gathering because the film was produced in its entirety just outside the city.

The sales policy for worldwide distribution, other than the U. S. and Canada, will be set in Rome.

Autry Host to Press

Gene Autry gave a cocktail party for the press yesterday in the Hampshire House, here.

Big $47,500 for Garland at Palace

The RKO Palace in the first week of its two-a-day vaudeville policy, now headlining Judy Garland, racked up a terrific $47,500, the management reported here yesterday. The first week includes seven evening performances and five matinees.

For the next two weeks, the manegement reported evening performances are pretty well sold out. Matinees are drawing a big window sale.

Vote on TVA Status

(*Continued from page* 1)

diction of the Associated Actors and Artists of America, AFL.

The five unions are Actors' Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Musical Artists and American Guild of Variety Artists.

An alternative plan is for the amalgamation of all unions under the Four A's into one organization. Screen Actors and Screen Extras guilds, jurisdictional foes of TVA in the films-for-television field, are members of the Four A's. It is expected that SAG and SEG would be invited to the TVA convention if there should be any definite indication between now and Dec. 7 that the second plan would be seriously considered.

Many actors belong at one and the same time to SAG and one or more of the five TVA unions.

If neither of the two plans is adopted, the convention would vote to continue TVA as a trusteeship of the five member unions. When TVA was organized two years ago all members of its talent union constituents were privileged to work in television without payment of dues to the Authority. Since then, however, a dues system has been set up, and Actors Equity and Chorus Equity alone have contributed to TVA sums in excess of $125,000.

Republic Sells 174

(*Continued from page* 1)

the Chicagoland television audience for the first time than by any other station.

Included in the Republic package are 26 features which will be given their first television presentation on Channel No. 9. The package also includes several Red Ryder productions for children, short features starring Wild Bill Elliott, Rocky Lane, Gabby Hayes, Bobby Blake. The Three Mesquiteers, Don Barry and Sunset Carson appear in other frontier and western features. Other cowboy pictures star Johnny Mack Brown and Bob Steele.

Discuss Color TV

(*Continued from page* 1)

clare that any new version of a consumer durable article stimulates demand. Thus, while each color TV set uses no more material than each black-and-white set, there would be a demand for more color sets than for black and white sets, and thus the over-all metal consumption would be greater.

The same argument, they think, may apply to large-screen color TV.

N.Y. Grosses

(*Continued from page* 1)

at the Radio City Music Hall, which expects to do a resounding $150,000 for the third week. An excellent $50,000 is seen for the fifth week of "A Streetcar Named Desire" at the Warners.

Among those in the opening week, a robust $14,500 is forecast for "The Red Badge of Courage" at the Trans-Lux 52nd Street. The initial stanza of "Angels in the Outfield" is expected to rack up about $32,000, a bit low, but still considered satisfactory.

"Anne of the Indies" bows at the Roxy tomorrow, replacing "A Millionaire for Christy" which is expected to gross a good $64,000 for its final six days. The new stage bill will be headlined by Bill Miller's Riviera Revue. Dropping, but still holding up well, is "David and Bathsheba" at the Rivoli, with $24,000 estimated for its tenth week. Under the satisfactory category is "Here Comes the Groom" at the Astor with $18,000 forecast for the fifth week.

"Ten Tall Men" will replace "The Whistle at Eaton Falls" at the Victoria which is expected to do a so-so $9,000 for its final second week which ends Thursday. The last six days of "Mr. Imperium" at the Criterion is estimated to hit only a fair $10,000. "The Blue Veil" bows there Friday. Holding up satisfactorily is "Texas Carnival" at Loew's State where $18,000 is seen for the second week, compared to a corrected first week figure of $20,000.

Holding up well for its twelfth week at the Park Avenue is "Oliver Twist" with $7,100 estimated. At the Bijou, an excellent $10,500 for the 29th week of "Tales of Hoffman" is estimated. Dropping, but still good, is "The Day the Earth Stood Still," at the Mayfair where $16,500 is forecast for the fifth week.

A smash $14,000 for "The Lavender Hill Mob" at the new Fine Arts Theatre is expected for the first week.

Another smart $12,700 is seen for the seventh week of "The River" at the Paris. "The Browning Version" will have its premiere next Monday at the Sutton, replacing "The Medium," which is expected to do a fair $4,700 for its seventh and final week. The opening of "Thunder on the Hill," at the Trans-Lux 60th Street, was a bit disappointing for the first seven days, with $5,500 seen.

Radio, TV Code

(*Continued from page* 1)

of modesty and shall avoid exposure or such emphasis on anatomical detail as would embarass or offend home viewers. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently."

The code sets up a Television Code Review Board made up of six members of the NARTB. Any TV station will be eligible to subscribe to the code and subscribers will receive authority to use the "NARTB seal of Approval" display of which will indicate that the station is following the code, failure to follow the code will result in withdrawal of the seal.

Groups of telecasters have issued similar statements in the past but to date there has been no machinery set up for enforcement of these self-regulatory codes.

Movies Have Nothing To Worry About

Hollywood, Oct. 22. — "As one of the Hollywood personalities who went out on the 'Movietime U.S.A.' tours to spread the word that movies are better than ever, I made a most important discovery—the movies have nothing to worry about because the people of this country love the movies, and the people are better than ever."

This is the report that William Demarest will make to radio audiences next Friday when he appears on the 432 stations of the Liberty Broadcasting System as guest commentator on the 'Movietime U.S.A." program.

New Tax Changes

(*Continued from page* 1)

symphonies, operas and certain non-profit entertainments will be free of the admission tax. But the tax is to remain on all film showings, even of non-profit groups.

All raw stock, film and equipment used by the industry as a "cost of business" will be exempted.

Services for Mrs. Houck

HOLLYWOOD, Oct. 22.—Funeral services for Mrs. Eugenia Houck, 56, wife of George Houck, head of Monogram-Allied Artists' receiving department, were held here today.

Pro-Hollywood

(*Continued from page* 1)

Hollywood outlook. Moreover, he believes the attack which *Life Magazine* made on the industry has had a paradoxical effect; it threw public sentiment on the side of the industry, Mayer held. COMPO fought the attack strenuously.

The past six months brought the industry its greatest benefits in the area of public relations, according to Mayer. But, he admonished, "we must keep pressing, keep putting new and constructive ideas in force."

He acknowledged that new ideas for use in conjunction with the "Movietime" drive are being weighed. These will crystallize into activities aimed at adding to the impact of the recent star tours and the series of radio programs that will continue to carry the "Movietime" message to the nation.

However, apart from mentioning the plans for industry expositions, Mayer declined to be specific about the new ideas, for the reason that identifying them at this time would, in his opinion, commit COMPO to them to the extent that some which might not be entirely feasible could not be withdrawn without possible embarrassment. He wants the ideas to have matured before they are announced.

Mayer paid tribute to those circuit executives who consistently provide COMPO with financial support. And he deplored the fact that there are a number of apparently prosperous theatremen who have not supplemented their praise of COMPO's achievements with tangible evidence of their faith in its capacities.





THE CROWDS ARE BACK THANKS TO 20th

Century-Fox

"The Desert Fox"* in city after city is on the march to history-making grosses...and the crowds are back thanks to "David and Bathsheba" and "People Will Talk" and "The Day the Earth Stood Still" and "Meet Me After the Show" and "The Frogmen" and "Take Care of My Little Girl".

*Second Day, Globe Theatre, New York!

There's No Business Like 20th Century-Fox Business!

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 80 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 24, 1951 TEN CENTS

Talent Pay is Already Firm, SSB is Told

'A Strong Point,' Prober For Board Acknowledges

The fact that there is a record of stable payrolls for Hollywood talent back to at least 1948 is a "strong point" in favor of the bid by producers and talent guilds for continuance of customary salary policies for talent employes, Roy Hendrickson, chairman of a special committee of the Salary Stabilization Board, observed here yesterday.

The committee concluded in New York yesterday two days of hearing on the conditions relating to the salaries of screen, radio, stage and television employes who come under the board's jurisdiction. The committee's task is to help the board decide whether ceilings should be put on salaries of talent employes.

Film industry representatives told the committee that since 1948 Hollywood's payroll for talent has continued at $80,000,000 yearly, with

(*Continued on page 5*)

MGM Meet Hears Of Ad Promotions

CHICAGO, Oct. 23.—Promotion plans for "Quo Vadis" in all fields of advertising, publicity and exploitation were outlined in detail by Howard Dietz, vice-president and director of advertising-publicity; John Joseph, publicity head; Dan S. Terrell, promotion manager, and Silas F. Seadler, advertising manager, as the second day of the three-day M-G-M sales conference drew to a close at the Ambassador East Hotel here. Dietz was introduced by William F. Rodg-

(*Continued on page 4*)

Balaban, Howell to Paramount TV Posts

The appointment of Burt Balaban as director of Paramount Television Productions, Inc. programming and production, and John Howell as director of sales and merchandising was announced here yesterday by Paul Raibourn, president.

At the same time Raibourn announced the resignation of George T. Shupert, former director of commer-

(*Continued on page 5*)

New TV-Radio Dep't In This Issue

A new Television and Radio department makes its appearance with this issue of *Motion Picture Daily*. A column of comment and opinion, it will be published every Wednesday, in addition to regular daily coverage of television and radio news highlights. The new department appears on page four.

'IA' Radio-TV Unit Member Fees Set

Conditions under which applicants for membership in the IATSE's new Radio and Television Department may join were disclosed here yesterday by the union.

Applicants are required to pay an initial fee of $10, and monthly dues of $3. However, the initial fee may be waived or reduced in special cases where, in the opinion of Richard F. Walsh, "IA" international president, who also heads the new department, circumstances warrant.

Another regulation which, like the one applying to fees, was approved by the "IA" executive board, provides that delegates to the union's international convention shall be elected by the membership of the new department on the following basis: one delegate for the department, plus one delegate for membership up to 500, plus another delegate for membership from 500 to 1,500 and one additional

(*Continued on page 5*)

Para. Decision Challenged In Dipson Plea

WASHINGTON, Oct. 23.—Unless the New York Circuit Court of Appeals decision in the Dipson case is reversed, the U. S. Supreme Court decisions in the Jackson Park and Paramount anti-trust cases "will have no binding effect in the Second Circuit," Dipson Theatres, Inc., claims in a petition asking the high court to review the New York ruling.

Dipson is appealing the second New York Circuit Court's decision to dismiss its anti-trust suit against Buffalo Theatres and six major distributors.

"The end result of the Circuit Court's opinion is to deny recovery

(*Continued on page 5*)

Delay U, UA Suit Until December

Hearings in the Department of Justice's move to amend the "Little Three" decree, preventing Universal and United Artists from having common officers or directors with other motion picture companies and obliging UA to put up for sale Eagle Lion Classics assets, have been postponed.

Instead of the hearings taking place as scheduled, tomorrow, they will

(*Continued on page 5*)

More 'U' Stock Picked Up By Blumberg Pool

Get 29,000 Shares of Paul G. Brown Estate

N. J. Blumberg, Universal president, and Milton Rackmil, president of Decca Records, were reported in usually reliable quarters yesterday to have completed the purchase of an estimated 29,000 shares of Universal common stock from the estate of Paul G. Brown, a former member of the Universal board of directors, whose personal holdings of the stock were believed to have been the largest of any individual member of the board at one time.

Acquisition of the Brown estate's Universal stock holdings is in addition to other purchases of large blocks of stock and option warrants either in negotiation or for which arrangements have been completed. In the latter category is a deal for the estimated minimum 150,000 shares at $15 per share held by William

(*Continued on page 4*)

N. Y. Theatres Plan An Air Raid Drill

Plans for Metropolitan New York theatres here to participate in the city-wide air raid drill which will be held during the week of Nov. 25 are now being formulated, D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association, reported yesterday.

Preliminary plans, according to Civilian Defense officials, call for audiences to remain in theatres during the drill, which will be held during

(*Continued on page 4*)

Says Autry Now Will File Suit vs. Republic

HOLLYWOOD, Oct. 23.—Gene Autry will file suit against Republic Pictures on his return from a personal appearance tour early in November, seeking an injunction similar to that obtained by Roy Rogers last week, to prevent Republic from releasing pictures he made for the company to television, according to his counsel, Martin Gang. Autry made fifty-four Westerns for Republic during his employment by that studio, and attorney Gang said he feels he has an even better case than Rogers had.

Mayer Proposes Shorts To Aid Compo Financing

JACKSONVILLE, Fla., Oct. 23.—At the next meeting of the executive board of the Council of Motion Picture Organizations to be held in New York in mid-December, Arthur L. Mayer, COMPO's executive vice-president, will propose the gratis production of public relations shorts by the industry as a means of financing future operations of COMPO. Mayer disclosed his intentions today in an address to the convention of the Motion Picture Exhibitors Association of Florida.

Mayer's announcement was made as part of his report on the outstanding success scored by the recent "Movietime U.S.A." star tours, during which he declared that "in spite of cancellations and disappointments the 'Movietime' personality tours have been the

(*Continued on page 4*)

TOA of Fla. Urges 2nd 'Round Table'

Jacksonville, Fla., Oct. 23.—The convention here of the Motion Picture Exhibitors of Florida, a TOA regional, yesterday approved a resolution calling for another Council of Motion Picture Organizations "round table" conference which would include distribution spokesmen as well as representatives of production and exhibition. Last August a COMPO "round table" parley in Hollywood was limited to production and exhibition.

Personal Mention

J. ARTHUR RANK is expected here from London early next month.

•

GAEL SULLIVAN, executive director of the Theatre Owners of America, will return to New York today from Jacksonville, Fla.

•

MOREY GOLDSTEIN, Monogram-Allied Artists vice-president and general sales manager, has left Hollywood for San Francisco en route here.

•

SIR ALEXANDER KORDA and CAROL REED are in New York from London.

American Legion Commends Industry

The American Legion has officially commended the motion picture industry on the occasion of its "Golden Jubilee" as "a significant time-post marking 50 years of American progress."

The official commendation was made by ranking officers of the American Legion at its recent convention in Miami, with the presentation of a Legion scroll made to actors Walter Pidgeon, John Wayne and Ward Bond as representatives of the industry.

1st Commercial TV Film in A Theatre

Marking the first time a commercial television program has ever been shown in a theatre, the opening chapter of "Crusade in the Pacific," titled "The Pacific in Eruption," will be seen on the 15-by-20-foot theatre television screen of the Embassy Guild Newsreel Theatre, Rockefeller Plaza, simultaneously with its initial telecast over WJZ-TV on Tuesday, Oct. 30, from 10:00 to 10:30 P. M. (EST).

"Crusade in the Pacific," a 26-chapter March of Time production paralleling the "Crusade in Europe" and covering the history of the Pacific-East Asian world from 1931 to the present, will be telecast on WJZ-TV each Tuesday under the sponsorship of Welch's Wine.

Neu to Aid Pioneers

Oscar F. Neu, president of Neumade Products Corp., has been appointed chairman of the equipment manufacturers committee for "Midnight Frolics," the fund-raising show of the Foundation of Motion Picture Pioneers, which is to be presented at the Roxy Theatre here on Nov. 16.

Honor Rosenfield Today

A luncheon honoring Jonas Rosenfield, Jr., retiring advertising manager of 20th Century-Fox here, will be held today at the Du Mide Restaurant. About 50 persons, among them many of Rosenfield's co-workers at 20th-Fox, are expected to attend. Rosenfield's resignation will take effect on Nov. 2.

24 Features from Mutual in '51-52

CHICAGO, Oct. 23.—Mutual Productions Corp.—operated by Moe Kerman, Jack Dietz, J. J. Felder and Hal E. Chester—will have a program of 24 features in 1951-52, instead of the 16 previously announced. This was disclosed at a sales convention held here and attended by exchange representatives from the U. S. and Canada.

Production executives Dietz and Chester announced that the first production, "Virgin Island Mutiny," will be delivered by Christmas. The company will have four features in color: "War Dance," "Robinson Crusoe," "The Warriors" and "The Masked Cavalier."

Other Titles

Other titles include "High Bridge," from the novel; "Ceiling 60,000," made with the cooperation of the U. S. Air Force; Robert Louis Stevenson's "The Ebb Tide"; "Wolf Pack," story by H. J. Essex; "The Monster from Beneath the Sea," story by Harold Grant, and "Captain Hurricane," "The Prison Story," "Expedition Space," "Sin School," "The Man from Nowhere," "Wanted," "Rimrock," "Submarine X100," "Crime Unlimited," "Voodoo Queen," "Mad Dog," "Wild Girls of the Road," "The Oldest Profession" and "Time Trap."

Foreman-Kramer Severance Effected

HOLLYWOOD, Oct. 23. — Stanley Kramer Co., and Stanley Kramer Productions, Inc., severed Carl Foreman's connection with both companies, in which he was partner and treasurer, at board meetings held last night. All parties bound themselves to secrecy regarding terms of financial settlement reached.

The only continuing link between Foreman and his former corporate associates consists in an undisclosed formula governing ultimate payment for his share in earnings of films produced by Stanley Kramer Productions, and distributed by United Artists, which films are still in distribution.

Severance of Foreman's connection with the companies was decided upon following his appearance before the Un-American Activities probers.

Heavy Promotions on Air for Paramount

Ten Paramount personalities, a record number for a seven-day period, will have appeared on radio and television shows by the end of this week to "plug" 11 of the company's current and forthcoming pictures.

Among the pictures already plugged and to be discussed are "Detective Story," "My Favorite Spy," "The Greatest Show on Earth," "Rhubarb," "My Son, John," "Somebody Loves Me," "That's My Boy," "Sailor Beware," "Darling, How Could You," "Here Comes the Groom," and "This Is Dynamite."

District Committee For Rogers Drive

Robert J. O'Donnell, president of the Variety Clubs-Will Rogers Memorial Hospital, has named the national distribution committee of field branch managers for the 1951 "Christmas Salute" to the Will Rogers Hospital. Charles J. Feldman of Universal is national distribution chairman, with A. Montague, Columbia, and Robert Mochrie, RKO, as vice-chairmen.

1951 'Christmas Salute'

The 1951 "Christmas Salute," whereby everyone in the amusement industry is asked to sign the "Salute" and contribute to the Hospital Fund, will open nationally on Nov. 1. The National Distribution Committee is composed of the following branch managers:

Nate Dickman, Monogram, Albany; H. Russell Gaus, Loew's, Atlanta; Hatton Taylor, RKO, Boston; Dave Miller, Universal, Buffalo; Al Duren, Paramount, Charlotte; Tom Gilliam, 20th-Fox, Chicago; Joseph Rosen, 20th-Fox, Cincinnati; Irving Pollard, Republic, Cleveland; Mark Sheridan, 20th-Fox, Dallas; R. C. Hill, Columbia, Denver.

Also Gerald McGlynn, Loew's, Des Moines; M. Zimmerman, Columbia, Detroit; G. R. Frank, Paramount, Indianapolis; Russ Borg, Warner, Kansas City; Fred Greenberg, Warner, Los Angeles; Norman J. Colquhoun, Columbia, Memphis; Jack Lorentz, 20th-Fox, Milwaukee; C. J. Dressell, RKO, Minneapolis; C. Reardon, Universal, New Haven; George Pabst, United Artists, New Orleans.

Also Ben Abner, Warner, New York City; Ralph B. Williams, RKO, Oklahoma City; I. M. Weiner, Universal, Omaha; Norman Silverman, Republic, Philadelphia; J. Judd, Columbia, Pittsburgh; Al Oxtoby, Warner, Portland; Harry Haas, Paramount, St. Louis; Clifford Davison, RKO, Salt Lake City; Neal East, Paramount, San Francisco; Sam S. Davis, Loew's, Seattle; Jerry Adams, Loew's, Washington; Robert Dunbar, Warner, Jacksonville; Harold Larrd, Republic, Tampa.

Stars Take Part in 'Command' Premiere

LOS ANGELES, Oct. 23.—Saluting "Navy Day," two stars of Paramount's "Submarine Command" will participate in events in connection with premieres of the film on the West Coast for the benefit of the Navy Relief Fund.

William Bendix will appear at the Southern California premiere at the Fox California Theatre in San Diego on Thursday, while Don Taylor, producer Joseph Sistrom and director John Farrow will join in festivities at the Northern California premiere at the Paramount, San Francisco.

Tribute to Smakwitz

ALBANY, N. Y. Oct. 23.—The New York State Associated Press Association last night adopted a resolution expressing "deep appreciation" to Charles A. Smakwitz, Warner zone manager, for his assistance in arranging their annual photo display contest.

Newsreel Parade

FIGHTING in Korea and Princess Elizabeth in Canada mark current newsreel highlights. Other items include the local dock strike, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 86—UN artillery blasts Reds. First Korean war bride here. Duke of Windsor visits Germany. White House renovated. Gene Tierney in Argentina. Canadian West hails Princess. Football.

NEWS OF THE DAY, No. 216—Korean Reds blasted in "Operation Killer." Seeing Canada with the Princess and Duke. Reunion of a famous war trio. California upset. Maryland beats North Carolina. Tokyo welcomes baseball stars.

PARAMOUNT NEWS, No. 19—DiMaggio and company in Japan. El Alamein "Vets" hear Ike. Gen. Clark named envoy to Vatican. Princess greeted Western style. Korean war bride here. Korea battle roars on. Football upset: California vs. Southern California.

TELENEWS DIGEST, No. 43 — Korean fighting. Pakistan mourns Ali Khan. Baseball stars in Japan. Korean war bride here. Wedding of Marquess of Blandford. Sweater fashions. New Orleans: experiment on a raft. Football.

UNIVERSAL NEWS, No. 502—New York dock strike. Reds blasted in Korea. Korean war bride arrives. Japs hail baseball stars. Seasickness home grown. Northwestern vs. Navy. Maryland vs. North Carolina.

WARNER PATHE NEWS, No. 21—Korean front. Baby-sitters caught after $18,000 spree. Korean war bride here. Ike, Winnie, Monty remember El Alamein. Royal couple in Canada. Piper cub in highest takeoff. Crack-up champ. Football.

Schary Cites Views On 'Reds' Here

Reformed ex-Communists, barring those who committed treason, "should be given every opportunity to rejoin their fellow Americans in the stand against communism," in the opinion of Dore Schary, vice-president in charge of M-G-M studio operations.

Schary made known his views as a participant in last night's New York *Herald Tribune Forum* panel discussion on "Why Do Americans Join the Communist Party?" held at the Waldorf-Astoria Hotel here.

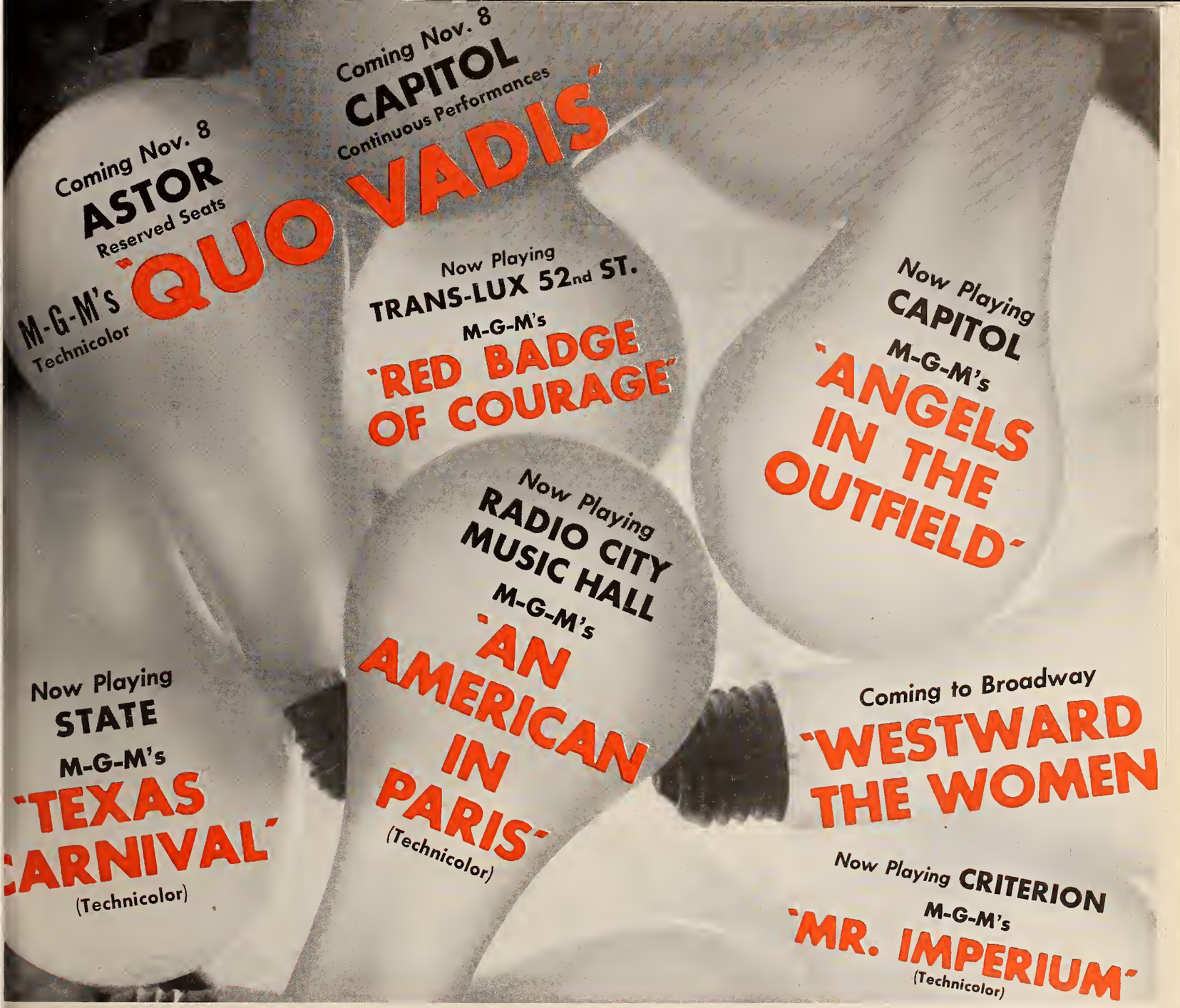
AMPA Meeting Will Hail O'Donnell

The Associated Motion Picture Advertisers in the season's first meeting Thursday, Nov. 1 at the Hotel Piccadilly here, will pay tribute to Robert J. O'Donnell for the job he has done as national director of the Council of Motion Picture Organizations' "Movietime U.S.A." drive. Ned E. Depinet, COMPO president, will pay public tribute to him. Also attending will be Sam Harris, publisher of *Cinema Magazine*, the trade daily in London.

Services for Phil Rosen

HOLLYWOOD, Oct. 23.—Funeral services will be held tomorrow for Phil Rosen, director, 63, who died Monday at his home here. He began his film career in 1912 as cameraman for the Edison Co. and directed films for virtually every important company in the industry since.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President: Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



THE BRIGHT LIGHTS SPELL M-G-M!

First in the First Runs on Broadway!
And it's the same all over the nation!

Press Time Flash!
"ACROSS THE WIDE MISSOURI" is sensational! First 11 spots only 10% under terrific "Show Boat" grosses.

Mayer

(*Continued from page* 1)

greatest and most successful public relations program in the history of the motion picture industry."

In defending Hollywood against some few unfounded rumors of lack of cooperation, Mayer declared that studio executives had contributed outstanding service to the "Movietime" campaign. He particularly singled out Sam Briskin and Y. Frank Freeman as among those who had made every conceivable effort to be of assistance.

Mayer concluded by urging that in the future, all Hollywood personality tours be staggered over a longer period of time so that an adequate number of personalities be available for each exchange area.

Air Raid Drill

(*Continued from page* 1)

the latter part of the week of Nov. 25 and in the morning hours. The theatres, a defense official explained, are considered safer than out-of-door areas.

Theatres are expected to utilize trailers and public address systems to inform the audience that an air raid test is being held. In addition, posters are expected to be prominently displayed in all theatres to inform people of the test.

Will your Will work?

Will your final wishes fail to be realized because you've made a faulty will? Technical flaws, a misused word, the absence of a few important elements, all can invalidate your obvious intent.

If there is uncertainty in your mind, please accept a copy of this new booklet. "Make a Will That Will Work" is a handy reference guide to every phase of will making problems. Your copy is waiting for you at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today — while you're thinking about it.

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION

Member Federal Deposit Insurance Corporation

Television--Radio

Comment and Opinion

TV Program Code Is Endorsed . . . Government Shelves Color TV . . . Rogers Wins Republic Suit . . . UP-Movietone News Starts.

IT took the threat of Congressional action to force the issue, but now it looks as if television is to get a Code of Ethics at long last. It's overdue.

With the National Association of Radio and Television Broadcasters' members endorsing the Code at their Chicago meeting, there is little doubt that the NARTB board will act on it at its Washington conclave Dec. 3.

On paper, the Code looks good and Robert D. Swezey and his code committee deserve high praise for their part in drafting the original document. The motion picture industry learned the value of self-imposed limitations a long time ago. Now it's television's turn.

Neither CBS nor the FCC could have asked for a better break than Defense Mobilizer Charles E. Wilson's sudden letter asking CBS to end production of color receivers. Wilson insists it's all for the good of the defense effort, but few take his statement at face value.

Whatever the politics behind it, the lid has been clamped on the future development of color TV, outside the laboratory at least. Neither CBS nor RCA have great cause to regret this. Competitive pressures rushed their systems out of the lab. Now they'll have time to put the finishing touches on them. Eventually the FCC will again hold hearings.

Competition is fierce between American and British firms intent on capturing the growing TV equipment market throughout the world. Latest figures show TV stations operating in 15 countries, with 12 more planning to go on the air soon.

Argentina has just opened a transmitter (with guess-who as the first "star") and a station has begun operating in Denmark. In practically all cases, TV broadcasting is government-subsidized and operated. Anyone talk to a British viewer lately? Stuffy is the word for the BBC programs.

AT RANDOM: That court decision in favor of Roy Rogers could spur the production of television films. If Judge Hall's ruling sticks, some film companies can start reappraising the reels in their vaults . . . American radio participating in UN Day, which happens to be today . . . Might be a good idea to re-title the documentary "The Search" which has been shown around. Lots of people confuse it with the Metro picture of the same title . . .

Robert Dressler named director of research and development for Chromatic Laboratories. What's going to happen to their color tube now . . . CBS-TV introducing its new network symbol, used during station breaks. It's shaped like an eye and set against cumulus clouds. The plain letters were better . . . Big preparations by the radio networks to cover the British elections. And TV making arrangements to film the UN Paris sessions.

ON REVIEW: "Hallmark Presents Sarah Churchill," CBS-TV, Sundays.—Miss Churchill got off to a good, lively start a couple of weeks ago, with Mrs. Roosevelt on her program. Since then, the show has deteriorated, and even her trip to England, where she filmed pre-election interviews, hasn't saved it. The blame may be partly laid at the door of Joel O'Brien, the director. There is a lack of continuity and spontaneity there. Miss Churchill's apparent unfamiliarity with most subjects doesn't help either. Unlike other media, TV demands more than just a pretty face and an illustrious name. A tighter script, better memorized, might help.

—FRED HIFT

'U' Stock Buy

(*Continued from page* 1)

Goetz and Leo Spitz, Universal studio executives.

Goetz reportedly purchased 5,000 shares from the Brown estate earlier. These, however, are included in the deal by which his and Spitz's holdings pass to Blumberg and Rackmil. In addition the latter has been acquiring shares in the open market and, with Blumberg, has been negotiating for large blocks of option warrants outstanding, which can be converted into common at a price of $10 per share up to April 1, 1956.

Blumberg's own 32,100 warrants and an estimated 15,000 shares of common owned by members of his family are understood to be pooled with the newer acquisitions.

See Aim For Control

Financial circles regard the principal aim of the Blumberg-Rackmil purchases as one for control of Universal. A merger of Universal and Decca at a later date is ruled a possibility.

Among the large-scale acquisitions being explored is that for J. Arthur Rank's 134,375 shares of Universal common. Reportedly, only tentative approaches have been made thus far but it is believed that a full-scale discussion will be held during the current visit here of G. I. Woodham-Smith, Rank's financial expert, who arrived in New York from London this week. Rank is expected here in about two weeks.

It is reliably reported that Rank some time ago gave Blumberg a verbal agreement that the latter could have first call in the event Rank decided to sell his Universal stock. A sale of the stock would not affect Rank's distribution of Universal pictures in Britain. His General Film Distributors holds a contract which has about five years still to run. The Universal stock has been paying no dividends in recent years and Rank could use proceeds from its sale for retirement of heavy bank obligations of his British companies.

However, Universal's recent and current earnings induce financial quarters to believe that common dividends may soon be resumed. That could affect Rank's asking price for his "U" shares.

MGM Meet Hears

(*Continued from page* 1)

ers, sales vice-president and general sales manager, who is presiding at the sessions.

Dietz leveled on pre-selling pictures by advance publicity and national advertising and cited the fact that of the nation's 20 leading film grossers in 1950, M-G-M tallied eight, and for the year before, garnered nine of the 20 box-office leaders. In each instance, he pointed out, the 20 pictures were advertised nationally.

IN A SPECIAL TRAILER HURRY?
WE'LL GIVE YOU F-A-S-T-E-S-T SERVICE
FINEST QUALITY
1327 S. Wabash Chicago, Illinois FILMACK 630 Ninth Ave. New York, N. Y.

More Coast Unions Open Wage Talks

Hollywood, Oct. 23.—Studio Basic Agreement Unions—teamsters, electricians, plasterers, utility men, janitors—today opened negotiations with major studios for adjustment of wages and working conditions under their contracts.

Expectation is they will receive terms equivalent to those granted the IATSE last week, including increases of 24 cents per hour or 10 per cent, whichever is greater, up to a maximum of $18.50 a week, and other benefits.

Talent Pay

(*Continued from page* 1)

only "slight" variations of a "few million dollars" from year to year.

The committee, whose other members are Neil Agnew, former president of Selznick Releasing Organization and at present president of Motion Picture Sales Corp., and Philip F. Siff, a former director of Selznick International and United Artists, was informed by Hollywood talent spokesmen that 95 per cent of the actors realize, before costs, under $10,000 per year in earnings, and that some 90 per cent of these earn under $5,000 a year.

Hendrickson, who said the committee received this information, commented that such facts were "news to me."

The talent industry in general is "formless, patternless" insofar as salary scales are concerned, Hendrickson told the press in a post-hearing interview. Many actors, writers and directors, he reminded, function as "independent contractors," and yet are "employes" technically. He said that the committee expects to be prepared to submit its recommendations to the board "in less than a month," after digesting the hearing record and briefs which have been and will be submitted.

During the two days of hearings before the committee at the Federal Building on Washington Street here, some 20 groups, represented by more than that number of spokesmen, presented arguments in behalf of "no restrictions."

The spokesmen included Jack Dales, Jr., Screen Actors Guild; William Hinle, Association of Motion Picture Producers; Richard Murphy, Screen Writers Guild; George Rice, Screen Directors Guild; Adrian McColman, Artists Managers Guild, and others from the American Guild of Variety Artists, Television Authority, American Federation of Musicians and General Tele-Radio.

The hearings which ended yesterday were closed. No public hearings will be held. There will be no need, Hendrickson said, for the committee to go to Hollywood.

INDEPENDENT FILM EXCHANGE

equipped to distribute new American and foreign films, in New York metropolitan area, as well as on a national basis.

Call or write

Jack Bellman, Realart Film Exchange, 630 9th Avenue, New York City. Telephone Circle 6-1717.

Review

"The Lady Pays Off"

(*Universal International*)

FRESH, fast, pleasantly entertaining romantic comedy shapes up in "The Lady Pays Off," thanks, principally, to the expert performances of Linda Darnell, Stephen McNally, little Gigi Perreau and Virginia Field, to the smart direction of Douglas Sirk, the efficient production of Albert J. Cohen and to the smart story and screenplay by Frank Gill, Jr., and Cohen. The names of the cast are quite merchandisable.

A representative midtown New York audience responded very satisfactorily to the unfolding of the plot which, while not new basically, is enacted through many novel twists. It places Miss Darnell in a gambling town in Nevada, where, for diversification, she visits a gambling place and, unaware of the value of chips, she rolls up a debt of several thousand dollars which she cannot pay. Handsome McNally, aware that Linda is a teacher by profession and owner of the gambling house, threatens Miss Darnell because of her debt unless she agrees to work out payment by teaching McNally's motherless daughter, young Gigi. The teacher refuses, but is finally maneuvered into the task, wins the affection of Gigi, who, in turn, maneuvers her father and Linda to a climactic happy romantic ending. It is all as simple as that, but the events in-between are so refreshing.

Others in support, and capably so, are Ann Codee, Lynne Hunter and Nestor Paiva.

Running time, 80 minutes. General audience classification. For November release.

JAMES P. CUNNINGHAM

Dipson Plea

(*Continued from page* 1)

to persons injured by anti-trust law violations, no matter how explicitly the accused conduct may have been condemned as illegal by this Supreme Court and no matter how closely the plaintiff's damage proof parallels proof approved by the Court as adequate to show injury," the petition contended.

The Dipson case is being handled by former government anti-trust official Robert L. Wright. His petition was one of the most bitter attacks made in recent years against any Circuit Court decision.

Wright levied these criticisms against the Circuit Court ruling, which had upheld a District Court decision:

It conflicts with the Supreme Court's decision in the so-called Emich case, and holds that private anti-trust suit plaintiffs should have no benefit whatever from principles established by the government in the Paramount and other film anti-trust suits;

The lower court's holding that "absence of a complete monopoly may excuse a licensing discrimination which has a monopolistic purpose repeats one of the errors which occasioned this court's reversal of the original three-judge court decision in the Paramount case;"

The Circuit Court "erred in inferring non-existent reasons for the distributors' refusal to deal" with Dipson for the runs licensed to Buffalo Theatres.

The lower court decision erred "in suggesting that additional injury from bad management and unfair competition by others could excuse an injury resulting from anti-trust law violations."

'IA' Aiding Drive To Save Drippings

WASHINGTON, Oct. 23.—The IATSE has pledged full cooperation with the government's copper dripping salvage campaign, reports Nathan D. Golden, National Production Authority film chief.

Golden said he had talked with IATSE president Richard Walsh, and that Walsh was sending word to all locals to instruct projectionists to save every possible pound.

Balaban, Howell

(*Continued from page* 1)

cial operations, who has left to form a new association in the television field. Balaban previously headed Paramount's television film department, and Howell was a Paramount merchandising executive.

Services for Green

BALTIMORE, Oct. 23.—Funeral services were held here yesterday for Lester Green, general manager of Hicks Theatres, with which he had been connected for 20 years. Green died last Friday at Union Memorial Hospital.

'IA' Board to Meet Here November 12

A regular meeting of the general executive board of the IATSE will be held at the union's New York headquarters on Nov. 12, it was announced yesterday by "IA" international president Richard F. Walsh. Whether the meeting will run for more than one day will be determined by the volume of business to be handled.

Walsh has invited all locals to submit to the board before it convenes all matters requiring attention.

'IA' Radio-TV Unit

(*Continued from page* 1)

delegate for every additional 1,000 members or major portion thereof, based upon the average membership for the period between conventions.

The applicants for membership in the department must be employed in or capable of obtaining employment in any craft, classification, trade, position or occupation in the radio and television industry.

Delay U, UA Suit

(*Continued from page* 1)

be held here in Federal Statutory Court early in December.

It was learned yesterday that the postponement was due to incomplete government interrogatories and prior commitments of defense counsel.



'No three words ever meant so much to so many people...'

I WANT YOU

...from Samuel Goldwyn!

"I WANT YOU" WILL BE TRADE SHOWN AT:

ALBANY				
Grand Theatre	Tues.	10/30	8:30	P.M.
ATLANTA				
RKO Scrn. Rm.	Tues.	10/30	2:30	P.M.
BOSTON				
Astor Theatre	Tues.	10/30	8:30	P.M.
BUFFALO				
Century Thea.	Tues.	10/30	8:30	P.M.
CHARLOTTE				
Manor Thea.	Tues.	10/30	9:00	P.M.
CHICAGO				
Varsity Thea. (Evanston)	Thurs.	11/1	9:00	P.M.
CINCINNATI				
Palace Thea.	Tues.	10/30	9:00	P.M.
CLEVELAND				
Shaker Thea.	Tues.	10/30	8:30	P.M.
DALLAS				
Fox Proj. Rm.	Tues.	10/30	2:30	P.M.
DENVER				
Broadway Thea.	Tues.	10/30	8:00	P.M.
DES MOINES				
Orpheum Thea.	Tues.	10/30	8:30	P.M.
DETROIT				
Adams Thea.	Tues.	10/30	8:45	P.M.
INDIANAPOLIS				
Circle Thea.	Mon.	10/29	8:15	P.M.
KANSAS CITY				
Missouri Thea.	Thurs.	11/1	8:30	P.M.
LOS ANGELES				
Pantages Thea.	Mon.	10/29	8:30	P.M.
MEMPHIS				
Strand Thea.	Tues.	10/30	8:00	P.M.
MILWAUKEE				
Century Thea.	Tues.	10/30	8:30	P.M.
MINNEAPOLIS				
Pan Theatre	Tues.	10/30	8:30	P.M.
NEW HAVEN				
Roger Sherman Theatre	Tues.	10/30	8:00	P.M.
NEW ORLEANS				
Orpheum Thea.	Tues.	10/30	8:30	P.M.
NEW YORK				
Paris Thea.	Tues.	10/30	10:30	A.M.
OKLAHOMA CITY				
Center Thea.	Thurs.	11/1	8:30	P.M.
OMAHA				
State Thea.	Fri.	11/2	6:30	P.M.
PHILADELPHIA				
Aldine Thea.	Tues.	10/30	8:30	P.M.
PITTSBURGH				
Fulton Thea.	Tues.	10/30	8:30	P.M.
PORTLAND				
21st Ave. Thea.	Tues.	10/30	8:30	P.M.
ST. LOUIS				
Tivoli Thea.	Tues.	10/30	8:30	P.M.
SALT LAKE CITY				
Centre Thea.	Thurs.	11/1	9:00	P.M.
SAN FRANCISCO				
Golden Gate Theatre	Tues.	10/30	8:30	P.M.
SEATTLE				
Liberty Thea.	Tues.	10/30	8:30	P.M.
SIOUX FALLS				
Hollyw'd Thea.	Mon.	11/5	9:00	P.M.
WASHINGTON				
Keith Thea.	Tues.	10/30	8:30	P.M.

Distributed by RKO RADIO PICTURES, Inc.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 81 NEW YORK, U. S. A., THURSDAY, OCTOBER 25, 1951 TEN CENTS

Industry-Wide Deals Due for 'Collarites'

Separate Talks Disliked By 'IA' and Companies

So large and sprawling has become the IATSE's jurisdiction in the film home office "white collar" field that both management and the union that has made the gains are convinced that bargaining hereafter must be handled on an industry-wide basis.

The switch of bargaining from the company level to an industry-wide level would benefit equally management and the union, it is held.

Distribution labor relations executives point out that such a change would relieve any one company of the risk of making a wage raise deal which the union could accept as a pattern for other companies to follow.

IATSE Motion Picture Home

(*Continued on page 4*)

Frisch Tops Jewish Charities Drive

Emanuel Frisch of Randforce Theatres has been named chairman of the amusement division of the Federation of Jewish Philanthropies in New York's current drive to raise $20,000,000, Milton Weil, Federation president, announced here yesterday. In addition, Mr. Weil announced the appointment of Barney Balaban, Paramount Theatres president, and Simon H. Fabian, president of Fabian Theatres, as division co-chairmen.

In making the announcement, Weil cited the three industry figures for their many years of leadership in behalf of philanthropic and civic causes.

5 Unions Get Same Increases as IATSE

Hollywood, Oct. 24. — The major studios today granted the Five Basic Agreement unions wage increases identical with those given the IATSE unions last week. Those terms provided increases of 24 cents per hour or 10 per cent, whichever is greater, up to a maximum of $18.50 per week.

Loop Extension for 'American in Paris'

Chicago, Oct. 24.—Balaban and Katz's petition to be allowed to bid for an extended run of six weeks at the State Lake Theatre on "An American in Paris" has been granted by Federal Judge Michael L. Igoe. Stating that the picture merits a longer first-run than the two-week limitation imposed on B. and K. by the Jackson Park decree, Judge Igoe granted B. and K. the opportunity to bid for extended playing time in spite of opposition to the petition by representatives of the Jackson Park and Oriental theatres.

Greene Preparing Proxies for Tilt

Proxy literature is being prepared by the David J. Greene group outlining its bid for "stockholders' representation" on the RKO Theatres board of directors, a spokesman for Greene disclosed here yesterday. He said the literature will be submitted to the Securities Exchange Commission for approval before distribution is made in preparation for the annual stockholders' meeting in December.

Despite the recent court set-back quashing the government's move to remove J. P. Dreibelbis from the board

(*Continued on page 4*)

Meet on Status Of Color TV

WASHINGTON, Oct. 24.—Some indication of whether the government will clamp down on large-screen color television may come tomorrow at a meeting between government and industry officials.

The meeting is being held with the Office of Defense Mobilization. It concerns primarily home set color TV, but may run over into allied fields.

Top government officials tonight were split on the question. An ODM official said that all commercial production of new color TV equipment—theatre, home, industrial—should be suspended on the ground that the public appetite will be whetted for the new product and thus use up more scarce materials.

However, an official of the National Production Authority said he thought

(*Continued on page 4*)

Lippert Makes Deal For Foreman Films

HOLLYWOOD, Oct. 24.—Robert L. Lippert and Carl Foreman, in separately issued statements, today disclosed the consummation of a deal under which the former will finance and release three pictures to be produced, written and directed by the latter.

Foreman's association with the Stanley Kramer Co. and Stanley Kramer

(*Continued on page 6*)

Wolfberg Sees Ad-Sponsored Theatre Video

Commercials Acceptable, Denver Exhibitor Holds

The generally-held concept that commercial advertising should not accompany theatre television programs is due to be reversed, John Wolfberg, owner of the only theatre to carry large-screen presentations of the recent World Series baseball games, declared here yesterday.

Wolfberg is in New York from Denver where his Broadway Theatre, which supplied the sponsored Series video programs, is located. His mission in New York is to arrange for more large-screen sports programs for the Broadway, regardless of whether those programs are slated primarily for home TV set consumption. There is no television recep-

(*Continued on page 4*)

Brown's 'U' Shares Were Bought Early

The purchase of approximately 30,000 shares of Universal common stock from the estate of Paul G. Brown, former member of the Universal board of directors, reported yesterday by *Motion Picture Daily*, actually was accomplished prior to the current buying activity of the Nate J. Blumberg-Milton Rackmil pool, it was learned yesterday.

However, since Blumberg and William Goetz, among others, were the

(*Continued on page 6*)

Record 500 Reservations For Allied's Convention

WASHINGTON, Oct. 24.—A record of over 500 exhibitors and their wives have already requested hotel accommodations for next week's Allied States Association convention in New York, according to general counsel Abram F. Myers. "And the 11th-hour rush is now in full swing," he declared.

Myers pointed out that, in addition, the convention would be attended by distributor representatives, equipment men, plus exhibitors from the New York area who do not need hotel accommodations.

Competitive bidding, arbitration and "distributor demands for increased film rentals" will top the issues up for discussion at the convention, Myers said.

These issues are "ripe for discussion" and exhibitors' views would be sought on them, he added. In a pointed jibe at the recent Theatre Owners of America convention, he added that "there will be no shushing

(*Continued on page 6*)

CBS Will Confine Color TV Activity

CHICAGO, Oct. 24. — Columbia Broadcasting today disclosed plans to confine its color television broadcasting to military, medical and industrial fields in light of the national emergency.

This was revealed by Adrian Murphy, president of the CBS laboratories division, in an address before the National Electronics Conference at the Edgewater Beach Hotel here. He pledged that after the emergency is over "CBS color television will resume manufacturing and broadcasting on an even greater scale."

List 'IA' Assets At $829,182

Assets of $829,182 and liabilities of only $8,540 are disclosed in the latest financial statement prepared for the IATSE.

The statement lists total cash disbursements for the last fiscal year at $716,249. Total cash receipts amounted to $674,837. Disbursements for the most recent "IA" convention totalled $252,303, and convention receipts amounted to $141,893.

Johnston Returns 'Around Dec. 1'

Washington, Oct. 24. — "Around Dec. 1" is now the best guess for the date of Eric Johnston's return to his desk at the Motion Picture Association of America, an Association spokesman said here today. His leave from his MPAA presidency post technically runs out today, but Johnston has reportedly promised President Truman to remain as Economic Stabilizer for several more weeks.

MGM Will Announce 'Quo' Selling Plans

CHICAGO, Oct. 24.—The selling plans for M-G-M's "Quo Vadis," will be announced to the general trade on or about Nov. 15, William F. Rogers, vice-president and general sales manager, stated today at the conclusion of the three-day sales conference at the Ambassador East here.

This marks the first time in the history of the company that details of the merchandising of one of its pictures will be published in advertisement form. Because of the importance of the 7-million dollar production, it is felt that the industry should be informed officially and without any question of a doubt as to what the company's intentions are in the exhibition of the film.

Two New Theatres For Crescent Group

NASHVILLE, Oct. 24. — Crescent Amusement's new theatre, the Tennessee, constructed as a rear section of the Sudekum Building, is scheduled for a Thanksgiving Day opening, according to officials of the company, who estimate the cost of the new house at $1,000,000.

At Columbia, Tenn., the Polk, new 1,250-seat Crescent theatre, has opened. The Polk replaces the Princess, destroyed by fire in 1949. A. E. Shorrley, formerly manager of the Princess, is manager.

Feldman Names Donohue

HOLLYWOOD, Oct. 24.—Joe C. Donohue, radio and TV program executive, has been appointed head of the TV and radio departments of Famous Artists Corp. here by Charles K. Feldman, president of the talent organization. Donohue was formerly head of radio for the Myron Selznick Agency.

Margolin Is Promoted

Irving N. Margolin has been promoted to head the motion picture department of Samuel Hacker and Co., industry certified public accountants. Margolin had been assistant head of Hacker's motion picture department for the past two years. Previously he was assistant to the president of the Javen Theatre Circuit.

Personal Mention

HAL WALLIS, producer, returned here yesterday from Ft. Benning, Ga.

•

ROY FEHNER, United Artists sales manager in San Francisco, has resigned to open a restaurant. He is succeeded by FRANK HARRIS, a former salesman.

•

LEO SAMUELS, Walt Disney sales executive, will fly to Mexico from here on Monday to meet with MIKE HAVAS, RKO Radio Latin-American head.

•

ARTHUR GREENBLATT, home office representative of Lippert Productions, was in Atlanta from New York for a sales meet.

•

GEORGE J. SCHAEFER will leave here for the Coast tomorrow for a 10-day visit.

•

DAVID OPOCHINSKY, vice president of Titra Film Laboratory, will leave here Saturday for the Near East.

•

HYMAN KING of King Brothers Productions is in New York from the Coast.

•

ALEX GORDON, New York publicist representing GENE AUTRY, has returned here after a 20-city tour.

•

JACK FOLEY, Golden State booker in San Francisco, has announced the birth of a son.

•

PAUL HENREID will arrive here from Hollywood tomorrow.

•

AUDREY TOTTER has returned to Hollywood following a USO trip.

•

SAMUEL GOLDWYN is expected to leave here for Hollywood on Tuesday.

NED E. DEPINET, president of RKO Pictures, is expected here from the Coast on Monday.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, are in Salt Lake City from New York and will leave tomorrow for San Francisco.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchange, Atlanta, and JIMMY HOBBS, branch manager, have returned there from Jacksonville.

•

SI FABIAN, president of Fabian Theatres, will be one of the speakers at the Federation of Jewish Philanthropies major fund-raising dinner tonight.

•

ED STEVENS, president of Stevens Pictures, Atlanta, has returned there from a business trip to New York and Chicago.

•

EARL I. SPONABLE, director of research for 20th Century-Fox, is expected to return here from the Coast on Monday.

•

W. E. CARRELL, owner of the Falls City Theatre Equipment Co., Louisville, has returned there from Los Angeles.

•

MAX BERCUTT, Warner Brothers publicist, is in Salt Lake City from San Francisco.

•

GEORGE NICHOLS of M-G-M's studio publicity department, has left Chicago for the Coast.

•

SID HYAMS of Eros Productions is here from London.

Producers' Move Hits India Festival

ROME, Italy, Oct. 24.—The first joint move of world producers proved successful here when the International Federation of Producers Associations invited its members not to join the India festival scheduled for Jan. 24 in Bombay unless the competitive formula is cancelled according to the Venice resolution. Most of the important members, including the Motion Pictures Association of America and the British, French, Spanish, Italian and Israel associations, agreed.

Para. Switches Opening

Because "Desert Fox," a 20th Century release, is expected to have a long run at New York's Globe Theatre, "Detective Story," William Wyler's Paramount production, will have its New York premiere at Brandt's Mayfair Theatre on Tuesday, Nov. 6.

Reception for Litvak

There will be a press reception for Anatole Litvak, co-producer and director of 20th Century-Fox's "Decision Before Dawn," this afternoon at the St. Regis Hotel here. Litvak has just returned from Europe.

Charles Skouras to View Eidophor

Charles P. Skouras, president of National Theatres, who arrived here from the Coast yesterday, plans to leave tomorrow for Zurich, Switzerland, to view the 20th Century-Fox Swiss Eidophor color television system. NT's parent company, 20th-Fox, owns a 50 per cent interest in the system.

Also arriving from the Coast was Rick Ricketson, NT division president, while Elmer Rhoden, another division president, is expected here today. Both, along with Mrs. Skouras, will accompany the NT president to Europe.

$4,113 for 'Streetcar'

BOSTON, Oct. 24.—Warner Brother's "Streetcar Named Desire" opened very well at the Astor here for a gross of $4,113, which is a record, it is understood. The picture is playing here at advance prices of $1.20 top instead of the usual 90-cent top.

Pleas for Korean Aid

Douglas Fairbanks, Jr., as national chairman of American Relief for Korea, last night addressed the New York *Herald Tribune* Forum.

Republic Net, $728,270

For the 39 weeks ended July 28, 1951, Republic Pictures Corp. and its subsidiaries report a profit of $1,358,270 before an estimated Federal normal and surtax of $630,000, or a net after taxes of $728,270.

For the 39 weeks ended July 29, 1950, Republic and its subsidiaries report a profit of $1,390,922 before an estimated Federal normal and surtax of $560,000, or a net after taxes of $830,922.

Law Firm in U, UA Suit Hits Queries

A motion seeking to quash government interrogatories directed at the law firm of Philips, Nizer, Benjamin and Krim was filed here yesterday in Federal Statutory Court in connection with the Department of Justice move to amend the "Little Three" decree to prevent common officers and directors in Universal and United Artists and obliging UA to put up for sale its acquired Eagle Lion Classics assets. Hearings on the motion will be held on Tuesday.

Came After Postponement

The bid to vacate interrogatories addressed to the law firm came shortly after hearings on the case were postponed until early in December.

In its motion, the law firm claimed that the interrogatories are "wholly irrelevant to any issue in the proceedings" and the information sought violated confidences and privileges of the firm.

Government allegations against UA and Universal were called "groundless" and were said to "have created conditions detrimental to free and open competition" in the industry.

In previous answers submitted, telling of the relation of the law firm to UA, Universal and Paramount, the firm stated that no common officers existed among the various companies. In its answers, Arthur B. Krim, as president of UA, was listed as an officer of UA and Robert Benjamin's position as a Universal director was also listed. Louis Nizer and Louis Philips have never been an officer of Paramount, the answer stated.

Babb to Charlotte on 'Collide' Promotion

Ben Babb, Paramount's national coordinator of promotion for George Pal's "When Worlds Collide," will leave here today for Charlotte on the second of a series of key-city tours to meet with exhibitors and the company's special exploitation representatives to set promotion plans for the film.

From Charlotte, Babb will go to Atlanta, Dallas, Kansas City and Chicago, where he will meet Pal and accompany him to New York, arriving here Oct. 30. The world premiere of "When Worlds Collide" will be held at the Paramount Theatre in Buffalo on Nov. 6.

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Soon! Soon! The Star-Spangled Salute to Uncle Sam's heroes!

DORIS DAY is in 'Starlift'

GORDON MacRAE is in 'Starlift'

VIRGINIA MAYO is in 'Starlift'

GENE NELSON is in 'Starlift'

And all these Guest Stars

Warner Bros.' joy-propelled story of the Caravan of the skies that flies Hollywood to our G.I.'s !

RUTH ROMAN is in 'Starlift'

And all these Guest Stars

JAMES CAGNEY is in 'Starlift'

GARY COOPER is in 'Starlift'

VIRGINIA GIBSON is in 'Starlift'

PHIL HARRIS is in 'Starlift'

FRANK LOVEJOY is in 'Starlift'

LUCILLE NORMAN is in 'Starlift'

LOUELLA PARSONS is in 'Starlift'

RANDOLPH SCOTT is in 'Starlift'

JANE WYMAN is in 'Starlift'

PATRICE WYMORE is in 'Starlift'

with JANICE RULE ★ DICK WESSON ★ RON HAGERTHY

DIRECTED BY ROY DEL RUTH PRODUCED BY ROBERT ARTHUR

SCREEN PLAY BY JOHN KLORER AND KARL KAMB

Musical Direction Ray Heindorf Musical Numbers Staged and Directed by LeRoy Prinz

It's 'Movietime U.S.A.'—Now and Every Day!

Wolfberg Sees

(*Continued from page* 1)

tion in Denver other than that provided by the Broadway Theatre which hooks into the coaxial-radio relay cable connecting both Coasts.

In Wolfberg's opinion it matters little if advertising accompanies a theatre video program, even if the presenting theatre is located in an area where home television sets are offering the same program. It was obvious that he believed there would always be potential theatre customers who would be drawn to such programs shown in conjunction with regular film presentations.

Will Confer With Halpern

Wolfberg will confer here with TV network executives and with Nate Halpern, head of Theatre Network Television, which has been arranging for exclusive theatre TV presentations. The Colorado-Nebraska football game, commercially sponsored by Westinghouse Corp., which will be played in Lincoln, Neb., on Nov. 17, is one which Wolfberg is particularly eager to present on the Broadway's large screen. Should he arrange for it, he said, he would charge admissions as high as $2.40, notwithstanding the Westinghouse advertisements which would accompany the presentation.

The Denver exhibitor pointed out that if theatres generally presented on their large screens sports programs that also were received by home sets reasonable financial terms could be obtained by the exhibitors.

Review

"Ten Tall Men"

(*Columbia*)

AN ENGAGING time is assured from "Ten Tall Men," an exuberant, outdoor action drama in color by Technicolor. It is a story of the French Foreign Legion and it abounds in derring-do, swordplay, intrigue and exotic women.

The drama is trotted out to the specifications of formula, but what gives it a special flavor is a delightful overtone of self-satire.

This Norma Production presents Burt Lancaster as a strapping Legion sergeant with a disdain for trouble and a love of women. As a matter of fact, Lancaster is in trouble right at the outset for flirting with his superior officer's girl. In prison he learns of an impending Riff attack on the city of Tarfa. Lancaster persuades his superior to allow him and a group of follow prisoners to go out on the dangerous mission of diverting the Riff forces until reinforcements arrive.

An assortment of peppery exploits have been conceived for Lancaster and his men in the screenplay by Roland Kibbee and Frank Davis. When Lancaster learns that two Riff factions are going to unite through the marriage of the villainous Gerald Mohr to a Sheik's daughter, Jody Lawrance, Lancaster forthwith kidnaps Miss Lawrance. Flight and pursuit ebb and flow while Miss Lawrance's hatred of Lancaster slowly turns to love. The picture derives its name from the ruse Lancaster uses by propping 10 dummies up on horseback to divert the enemy.

Good exploitation angles can be found in abundance in the picture. In the finale Lancaster eliminates the treacherous Mohr, thus putting an end to the Riffs' desire for war. A medal is pinned on Lancaster which he promptly pins on his love, Miss Lawrance. Mari Blanchard is seen briefly but effectively as a flirt. Others in the cast are Gilbert Roland, Kieron Moore and George Tobias. Harold Hecht produced and Willis Goldbeck directed.

Running time, 97 minutes. General audience classification. For December release.

MANDEL HERBSTMAN

Greene Prepares

(*Continued from page* 1)

as a representative of Howard Hughes, the Green group was reported to be going ahead with plans to gain board representation. Greene controls a block of 300,000 stock shares.

Meet with ODM

(*Continued from page* 1)

the upcoming program should apply only to home TV sets, as involving the major use of critical metals.

Another question still to be settled is whether limited experimentation in large-screen color TV could still be carried on, even though receivers could not be produced for commercial sale.

The television committee of the Radio and Television Manufacturers Association met here today, but there was no official announcement. A spokesman said the industry was willing to go along with any reasonable government demand, but that there was considerable question whether the current demand was reasonable.

See NPA Giving Radio, TV Stations Better Break on Materials

WASHINGTON, Oct. 24.—Radio and television stations will shortly be given a better break in getting scarce steel, copper and aluminum for new construction, the National Association of Radio and Television Broadcasters said today.

Word From NPA

It announced that it had received word from the National Production Authority that radio and TV stations would be reclassified as "industrial" projects, which would permit builders to self-certify up to 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum each quarter. NARTB said NPA would make the change official within the week.

TV Sport Films to 'Vet' Hospitals

American Red Cross units in the 37 television cities where "Football This Week" is carried will be presented with prints of the filmed sports program for showing to hospitalized veterans, it was announced here by Walker Stuart, president of Station Distributors, Inc., which is selling the program throughout the country.

'Collarites'

(*Continued from page* 1)

Office Employes Local No. H-63 has been accepting as a pattern whatever deal it made first in a new-contract season. Thus, if, for example, it concluded a deal with Warner Brothers for a $4-per-week pay increase, Universal, Republic and others would be confronted with the $4 pay hike pattern. Rarely has such a pattern been rejected by companies in subsequent negotiations, although it has not been uncommon for the company that originally set the pattern to be criticized for it by the others.

Local H-63 reportedly would welcome industry-wide bargaining as a means of saving time and effort. No longer would it be necessary for the union negotiators to meet separately with two or more companies in a single week. Future negotiations with any number of companies could be handled at joint sessions where the agreement reached would apply to all firms.

The local this week added to its jurisdiction the "white collar" workers at Columbia's home office. A short time previously it was joined by both "collarites" and publicists of Paramount's home office. All of these additions resulted from National Labor Relations Board - sponsored elections. Next week the NLRB will conduct similar elections among home office employes at RKO Pictures and RKO Service Corp. and at United Artists' New York exchange. The local for many years has been representing the "collarites" at the Warner, Universal, Republic and United Artists home offices. It appears virtually certain that H-63 will win next week's elections since it is unopposed by any other union on the ballots. Other elections at other companies are indicated for the future.

H-63's expansion has been at the expense of District No. 65 of the Distributive, Processing and Office Workers of America which absorbed the Screen Office and Professional Employes Guild, with which the workers involved were identified.

Now it has become necessary for H-63 to move to larger quarters. The move is expected to be made in the near future.

This week the union will meet separately with Republic, Universal and Warner Brothers to negotiate new contracts. If the industry-wide method is adopted, it would be used for the first time by the union probably two years hence. Lately, most union contracts in the industry have been written to cover two-year periods.

Reade Leases Arcadia

Walter Reade, head of Reade Theatres, has leased the Arcadia Theatre here from the Lydia Theatre Corp., through Brener and Lewis. The 480-seat house is at Third Avenue and 59th Street.

Mrs. John D. Maxwell

LONDON, Oct. 24. — Mrs. John D. Maxwell, widow of the late John D. Maxwell, founder of Associated British Pictures, died at her home in Scotland following a short illness.





TO THE STUDIOS...
IT MEANS
BETTER MOVIES!



TO THE THEATRE OWNER...
IT MEANS
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- **HIGH BRIGHTNESS**
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White light matches outdoor shooting conditions. lends itself perfectly to color movies.

For the theatre owner, the carbon arc provides the "brightest spot in the world"—gives him the dazzling power he needs to get diamond-sharp pictures, vivid color and keeps his box office booming. The "National" carbon arc is tops.

YOU CAN'T SKIMP ON STUDIO LIGHTING WITHOUT RISKING BOX OFFICE!

Lippert Deal

(*Continued from page* 1)

Productions, Inc., was terminated at board meetings of those companies Monday night. The conferences which eventuated in the deal announced today were held Tuesday. The termination of Foreman's long-time association with Kramer followed the declaration by the latter that he was out of sympathy with Foreman following his testimony before the Un-American Activities Committee. Lippert said in today's announcement, "I have known and admired Carl and his work for a long time, and there is not the slightest doubt in my mind as to his loyal Americanism."

Foreman's statement revealed that Gary Cooper, I. H. Prinzmetal, Sodnes Cohn, Henry C. Rogers, are among the shareholders in Carl Foreman Productions, papers for which are being filed in Sacramento, with Foreman as major stockholder. Prinzmetal and Cohn are Los Angeles attorneys. Rogers is an independent publicist.

The Foreman statement said in part, "I am remaining in independent production at this time because it affords me the fullest creative and economic satisfaction. I have, in the past few weeks received a flattering number of offers for my services or association. I have chosen to associate myself with Lippert because I consider him one of the most dynamic and forward-looking men in the industry today."

Foreman said he will take a short vacation and business trip to New York before announcing his first production, which will begin shortly after the first of the year. The deal with Lippert is non-exclusive.

Honors Sought for Herbert Philbrick

Boston, Oct. 24.—The Massachusetts Senate has passed a resolution calling upon Governor Dever to issue a proclamation designating Nov. 27 as "Herbert A. Philbrick Day" in honor of the man who posed as a Communist for nine years as an undercover agent for the Federal Bureau of Investigation. Philbrick was assistant advertising-publicity director of Mullin and Pinanski New England Theatres while acting as the FBI agent and was a star witness at the trial of the 11 Communists held in New York which led to their conviction.

London Tent Seeks Stars for Benefit

LONDON, Oct. 24.—Hollywood stars are being sought by Frank Sinatra for appearances at the London Variety Club's Dec. 10 "Midnight Matinee" at the London Coliseum. Princess Elizabeth and the Duke of Edinburgh will attend the show, proceeds of which will go to the National Playing Fields Association, of which the Duke is president.

Numerous operatic and theatre celebrities will participate in addition to the Hollywood personalities who will arrive here by plane Dec. 5.

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The Altec Service Man

ALTEC SERVICE CORPORATION

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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

Allied

(*Continued from page* 1)

from the dais." Walter Reade, Jr., while occupying the rostrum at the TOA convention, sought on a number of occasions to keep "off the record" much of what transpired.

Tuesday will be "Presidents' Day," Myers said, and all but two of the film company chiefs have indicated they will be present. On Wednesday "all or most" of the general sales managers of the film companies will take part in a panel discussion on film problems. MGM studio head Dore Schary has agreed to address the convention on production problems, Myers added, and Screen Actors Guild president Ronald Reagan has also promised to be on hand, if possible.

Convention sessions will be held each afternoon, leaving the mornings free for the Allied "film clinics."

Myers praised Wilbur Snaper and other members of the convention committee for "well-nigh perfect arrangements."

The convention will open with a luncheon on Oct. 30. Among the honored guests will be Cardinal Spellman and Reverend Patrick J. Masterson, executive secretary of the National Legion of Decency. The "keynote" address will be given by Myers. Addresses will also be given by Trueman Rembusch, Allied president, Marc Wolf and presidents of the film companies.

The Biltmore Hotel, where the convention will be held, has ceased taking reservations from other than Allied convention delegates until after next Thursday, the final day of the meeting.

Cameramen's Unit to Celebrate 25th Year

New York Cameramen's Local No. 644, IATSE, on Nov. 13 will celebrate the 25th anniversary of its chartership as a unit of the "IA." The celebration will be marked on that evening with a dinner-dance at the Waldorf-Astoria Hotel here.

The occasion is regarded as one of special significance because the establishment of Local No. 644 a quarter of a century ago marked the beginning of the organization of cameramen into autonomous "IA" unions. Local No. 659, Hollywood, was chartered 21 months later on Aug. 1, 1928, and Chicago's Local No. 66 came into being the following year.

Simons Starts Firm For Industry Worker

Nate Simons has resigned as supervisor of theatres for the Skouras Theatres Corp., after 20 years with that organization, to form Morgan Personnel. Simons will operate both as a licensed New York film industry employment agency and on a national basis.

Harris Gets Theatre

A long term lease controlled by Greenvine Theatre, Inc., which is headed by local circuit operator Harry Brandt, for the Star Theatre here has been sold to Harris Theatrical Enterprises, operated by Harry A. Harris, report Berk and Krumgold, real estate brokers. This 14th addition to Harris' circuit is in Harlem and has a capacity of 2,300 seats.

Daily 'Movietime' 'Plug' in 'Journal'

Following an inquiry into the purposes of the "Movietime U.S.A." campaign and the results to date of this national promotion, The New York *Journal-American* has inaugurated the daily use of the following eight-column wide box in its amusement section:

"It's Movietime U.S.A."—For relaxation, for recreation, for relief from the cares of the day, go to a movie tonight. Choose adventure, humor, romance from the movies advertised in the *Journal - American*. Follow Rose Pelswick's reviews and Louella Parsons' Hollywood column."

Brown's 'U' Stock

(*Continued from page* 1)

principal purchasers of the stock, it is now being added to the holdings being acquired by Blumberg and the Decca Records president. Goetz and Leo Spitz have agreed to sell their entire Universal stock holdings, estimated at a minimum of 150,000 shares, to Blumberg and Rackmil at $15 per share. Blumberg's own stock and option warrants are being added to their acquisitions from large holders and in the open market. Their objective is believed to be the purchase of a controlling interest with a merger of Universal and Decca a later probability.

Rank Expected Here

Meanwhile, G. I. Woodham-Smith, attorney and financial adviser to J. Arthur Rank, who is in New York from London, said yesterday that he contemplates no participation in negotiations looking to the purchase of Rank's 134,375 shares of Universal common to Blumberg and Rackmil. He pointed out, however, that Rank and John Davis, general manager of Rank's motion picture operations, are expected here from London within a fortnight.

It is reported that Rank has given Blumberg first call should he decide to sell his Universal stock. Insiders state that the British film industry leader has not decided to sell and is not interested in selling at the $15 per share price being offered by Blumberg and Rackmil, but that a deal would still be possible if a price sufficiently attractive to Rank could be agreed upon. The price being mentioned speculatively is $17 to $18 per share.

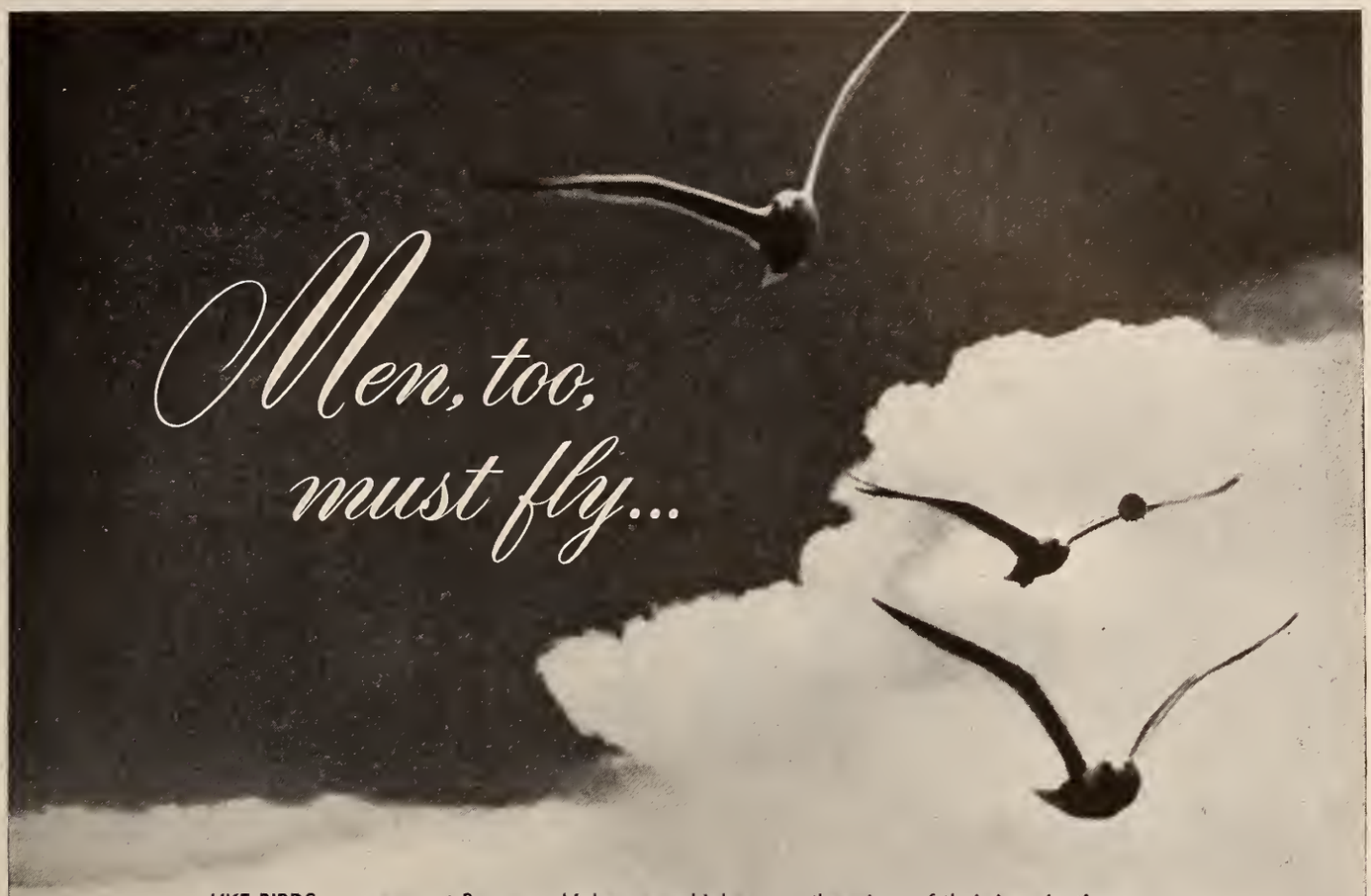
Acquisition of Rank's block of stock would give Blumberg-Rackmil an aggregate of stock and option warrants well in excess of 300,000 shares, or approximately 25 per cent of the amount outstanding, which financial circles regard as representing an effective controlling interest. The warrants may be exercised up to April 1, 1956, at $10 per share. Universal common is selling currently at around $14 per share.

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This of itself would be reason enough for motion pictures of increasing insight and originality. But to the constant spur of men's imagination must be added the inspiration of new technics, new equipment and materials.

With this trend toward greater imagination in studio and laboratory has come greater opportunity for the manufacturer to cooperate. The Eastman Kodak Company, for example, as a part of its service to the industry, maintains the Eastman Technical Service for Motion Picture Film. Here, representatives aid the industry in the selection and exposure of film, black-and-white or color . . . help establish higher standards of quality and economy in processing . . . work with exchanges and theatres, helping make sure that each foot of film gets best possible screening.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

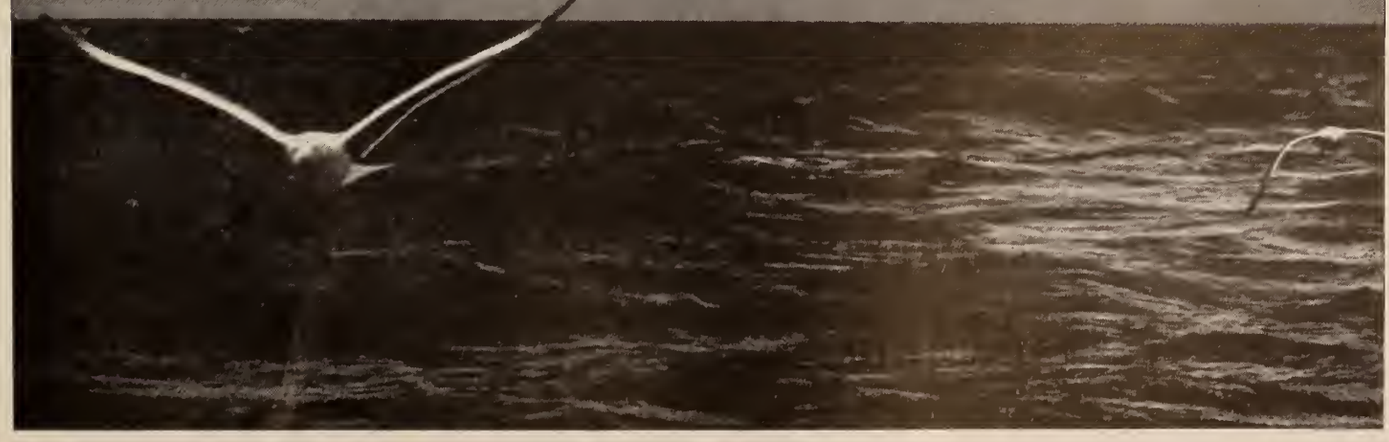
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VOL. 70. NO. 82 NEW YORK, U. S. A., FRIDAY, OCTOBER 26, 1951 TEN CENTS

Arbitration Put on Allied Board Agenda

Will Consider TOA's Plan for Joint Action

Decisions on a dozen major topics, ranging from renewal of Allied States Association's membership in the Council of Motion Picture Organizations to a stand on film prices and other trade practices, are scheduled to be made by Allied's board of directors at its meetings in the Biltmore Hotel here Sunday and Monday, preceding the three-day Allied national convention.

Arbitration and competitive bidding are on the board's agenda, but it is possible the board may just discuss these and leave a final decision to the convention itself. Other matters up for action include television, Allied's views on "Movietime U. S. A.", and the possibility of a joint convention next year with equipment manufacturers and dealers.

The agenda for the board meeting discloses two new aspects of Allied's

(*Continued on page 2*)

'U' Stock Sales Not On Davis's Agenda

John Davis, managing director of J. Arthur Rank's British motion picture enterprises, is scheduled to arrive here from London on Nov. 19. Rank will not accompany him.

Davis's visit is described as his customary one to New York at this time of year and sale of Rank's 134,375 shares of Universal Pictures common stock to the Nate J. Blum-

(*Continued on page 4*)

8 More Percentage Suits Are Settled

BALTIMORE, Oct. 25.—Eight percentage actions brought by distributors against Diamond Globe Corp. and the estate of Lee W. Insley have been concluded upon stipulation of counsel for all parties. The order ending the litigation indicated that each action had been satisfied, all costs to be paid by the defendants.

The actions had been filed by

(*Continued on page 4*)

E. Pa. Approach to Allied Board Seen

Philadelphia, Oct. 25.—Indication that the Allied States board at its meeting in New York Sunday and Monday will be called upon to consider the reinstatement of Allied of Eastern Pennsylvania as a regional member in good standing was seen today in the report that Sidney E. Samuelson, head of the Pennsylvania regional, has made a reservation to attend the board meeting and the convention which will follow Tuesday through Thursday.

O'Brien Sees Wide Theatre Video Use in Off-Hours

The wide employment of theatre television for "non-entertainment" programs such as civil defense, national conventions, and sales meetings in off-hours of theatre attendance was predicted here yesterday by Robert H. O'Brien, secretary-treasurer of United Paramount Theatres.

Addressing the American Television Society luncheon meeting at the Hotel Roosevelt, O'Brien joined the other speaker, Paul Raibourn, vice-president of Paramount Pictures, in declaring there was a community of interest between the motion picture and television industries.

Raibourn, who is also chairman of the board of International Telemeter Corp., spoke on subscription-televi-

(*Continued on page 4*)

TOA's First Trade Practice Hearing Planned for Nov. 18

CHARLOTTE, Oct. 25.—Plans for holding the first regional grievance hearing under Theatre Owners of America's new plan during the annual convention of Theatre Owners of North and South Carolina here Nov. 18 are nearing completion.

The TOA grievance panel consists of Mitchell Wolfson, president; Charles Skouras, board chairman; Gael Sullivan, executive director, and Herman Levy, general counsel. It was scheduled to hold sessions to hear and endeavor to resolve trade practice complaints of the smaller TOA members, convening every other month successively in Atlanta, Dallas, Los Angeles, Salt Lake City and Chicago.

Although Charlotte was not among the cities designated as meeting places for the panel, it was felt that the convention of the Carolinas' af-

(*Continued on page 2*)

RKO, Loew's Supply Data in Pathe Suit

Pathe Industries' $15,000,000 triple-damage anti-trust action against Loew's and RKO Theatres is expected to go to trial in U. S. District Court here this winter, according to advice received by William C. MacMillen, Jr., Pathe president, from the company's attorneys.

The suit, filed jointly on Oct. 3, 1950, by Pathe and Eagle Lion Classics, alleged that the two circuits "have by their persistent collusive

(*Continued on page 2*)

Skouras Plans Color TV for All NT Houses

Would Produce Programs In Own Key Studios

By MURRAY HOROWITZ

A large-scale color theatre television program encompassing the production of special shows in regional studios to be piped into theatres was outlined here yesterday by Charles P. Skouras, president of National Theatres, on the eve of his departure for Zurich, Switzerland, to view the 20th Century - Fox - Swiss Eidophor-CBS color television system.



Charles Skouras

Studios for theatre TV production were envisioned in Denver, Kansas City and

(*Continued on page 4*)

Says NFL Suit Vital For Theatre Video

WASHINGTON, Oct. 25.—The outcome of the government's anti-trust suit against the National Football League will "have the greatest impact" on the legality of the National Collegiate Athletic Association's restriction on the telecasting of college football games, according to the government's top trust-buster.

Assistant Attorney General H. Graham Morrison said that he

(*Continued on page 4*)

State of Israel To Honor Skouras

Spyros P. Skouras, president of 20th Century-Fox, will be honored by the State of Israel at a dinner to be given at the Hotel Astor here on Wednesday, Dec. 12, it was announced here yesterday by Max A. Cohen, president of Cinema Circuit and dinner chairman.

The dinner will climax the amusement division drive for State of Israel

(*Continued on page 2*)

U. S. Okays Large-Screen TV Color Experiments

WASHINGTON, Oct. 25.—The government will permit large-screen color television development to go ahead for the time being.

This was made clear at a meeting held here today where television set makers agreed to a government request to end production of home color TV sets until materials are more abundant.

Both Defense Mobilizer Wilson and Defense Production Administrator Fleischmann said the whole question of color TV in theatres has just not come up yet, and that there certainly are no plans now to prevent this. In

(*Continued on page 4*)

TV Metals Supplies Status Liberalized

Washington, Oct 25.—The National Production Authority today officially reclassified television and broadcasting facilities as "industrial" rather than "commercial" projects, permitting builders of these facilities to self-certify much larger amounts of steel, copper and aluminum

Personal Mention

P. T. DANA, Universal Eastern sales manager, will leave here tonight for Detroit.

•

DOROTHY A. KIRSTEIN, secretary to MARTIN QUIGLEY, JR., editor of *Motion Picture Herald,* will be married on Sunday to CHARLES D. GREENWALD at the Hotel Pierre here. They will spend their wedding trip in the Virgin Islands and Puerto Rico.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, will leave here over the weekend for Jacksonville.

•

JERRY FAIRBANKS of Fairbanks Productions has arrived in Chicago from Hollywood.

•

ERIC JOHNSTON will be interviewed on the NBC-TV Kate Smith Hour on Wednesday at 4:00 P. M.

File Supplemental Statement with SSB

WASHINGTON, Oct. 25.—Representatives of Hollywood producers and Guilds will probably file a supplemental statement with the Salary Stabilization Board talent committee to clear up "a few minor points" raised at the meetings in New York earlier this week, an industry spokesman said.

Pathe Suit

(*Continued from page* 1)

practices continued to virtually exclude independently-produced pictures from the New York market." ELC was dropped as a plaintiff when Pathe sold that subsidiary this year to United Artists.

MacMillen said here yesterday that Pathe's attorneys this week received from the plaintiffs details regarding the pictures played by the circuits here in the past three years and the grosses on all such pictures. The court, he explained, had ordered the defendants to supply these details.

'I Want You' Premiere

The world premiere of Samuel Goldwyn's "I Want You" has been set for New York's Criterion Theatre, it was announced here yesterday by James A. Mulvey, president of Samuel Goldwyn Productions. Charles B. Moss, managing director of the Criterion, who negotiated the deal with distribution officials of RKO Pictures, said that the production will be the theatre's Christmas attraction.

Jacocks in New Post

HARTFORD, Oct. 25.—Burt Jacocks, who resigned recently as chief film buyer for Warner Theatres' New England zone, has been named head of the newly-opened Daytz Theatre Enterprises office in New Haven. The booking and buying service is operated by Al and Mickey Daytz, both formerly with Warner.

Allied Board Agenda

(*Continued from page* 1)

stand on competitive bidding and arbitration: that Abram Myers, Allied chairman and general counsel, has gotten nowhere with the distributors in trying to persuade them to consider changes in competitive bidding along with arbitration, and that Allied is at least willing to consider the proposition of the Theatre Owners of America for a joint exhibitor committee to discuss arbitration with distributors.

Agenda Discusses Negotiations

On these subjects the agenda reads: "Should the general counsel reopen negotiations with the film companies on arbitration notwithstanding their stand on competitive bidding? If the subject is to be pursued, should negotiations be limited to film companies? Or should Allied adopt the proposal of another exhibitor association for appointment of a joint committee?"

The agenda indicates the board may take a stand on these questions and ask the convention to back it up, or may pass the buck to the membership at large.

On COMPO, the board is expected to decide to renew Allied's membership, but possibly to set some terms and conditions. It must also decide for what length of time membership is to be renewed—one year, less, or more.

The board will also discuss "Movietime" and other COMPO projects, and possibly make recommendations in this field.

Directors will report on film price practices in their territories, and there will be discussion of whether to adopt as official Allied policy the "incentive selling" plan. "Is the print shortage being used to force bidding?" another agenda topic reads.

On television, president Trueman Rembusch will bring the board up to date on all aspects, including preparations for February's Federal Communications Commission hearings, and the board will discuss whether a group can be formed within Allied "to insure reduction of cost and a guarantee of programs after installations have been made." John Wolfberg, Denver exhibitor, will outline his experiences with large-screen TV, and push his suggestion for a special Allied meeting on this subject.

Other items on the agenda include: possible decision on when and where to hold the 1952 convention; discussion of newspaper advertising rates which discriminate against theatres; discussion of progress in using safety film; a decision on the time and place for the board's annual meeting and formulation of a detailed program for the convention sessions.

Judges Are Named For RKO's 'Fabiola'

Chet Bahn of *Film Daily,* Sherwin Kane of MOTION PICTURE DAILY, and Mel Koencoff of *The Exhibitor,* have joined Chester Friedman of *Boxoffice,* Walter Brooks of *Motion Picture Herald,* Ralph Cokain of *Showmen's Trade Review* and Allen Ames of *The Independent Film Journal* as judges of the "Fabulous Fabiola Trips to Rome" contest, to be conducted by United Artists, producer Jules Levey and the Home Lines for "Fabiola," it was announced here by Max E. Youngstein, UA vice-president and director of advertising-publicity.

D. of J.'s Pollak Joins Pathescope

Mervin C. Pollak, special Assistant to United States Attorney General J. Howard McGrath, resigned yesterday from the anti-trust division of the Department of Justice, where he has served since May, 1941. Pollak will become vice-president of The Pathescope Company of America, Inc., New York City, on Nov. 5.

To Honor Skouras

(*Continued from page* 1)

Bonds, for which industry-wide committees are presently being organized. Barney Balaban, Harry Brandt, Jack Cohn, Si Fabian, Herman Gelber and Sol Schwartz are serving on the executive committee.

Shopping for Films Abroad Says Litvak

Here from Germany where he co-produced and directed 20th Century-Fox's "Decision Before Dawn," Anatole Litvak declared yesterday that audiences in Europe are shopping for film entertainment just as discriminately as American audiences.

Asserting that Europe again is a great market for American pictures, he advised that careful heed be paid to it. He pointed out that restrictions are breaking down and that "we are now getting more money out of Europe."

He said "Decision Before Dawn" cost $1,800,000 and that it would have cost four times as much to make in Hollywood.

TOA's 1st Hearing

(*Continued from page* 1)

filiate, which customarily draws large numbers of exhibitors from the entire Southeast, would provide a convenient locale and occasion for the first session. Moreover, its first meeting is due next month and no exhibitor gatherings are scheduled for Atlanta in November

TOA's First Attempt

Skouras is not expected back from a European trip in time for the meeting but the panel may be augmented by some other TOA officer or by regional officials from this area. The hearings represent TOA's first excursion into the field of trade practice complaints and efforts to resolve them.

NEWS in Brief . . .

ALBANY, Oct. 25.—The Perlmutter Theatre Booking Service Inc. has registered a certificate to conduct business in Albany. The authorized capital stock is $20,000, $10 par value. Julius Perlmutter of Albany, who operates five theatres in Lake George and Watervliet, is head of the service. Offices are maintained at 1046 Broadway, on film row. The corporation is also buying and booking for 12 houses in the Conery and English circuits.

•

By a vote of 13 to 8, Universal-International's home office publicists have chosen District No. 65 of the Distributive, Processing and Office Workers of America for their collective bargaining agent. The ballots, which were mailed to the National Labor Relations Board office here, were counted yesterday.

The eight votes were for "no union."

•

WASHINGTON, Oct. 25.—Justice Department anti-trust Chief H. Graham Morrison said he had notified the SCTOA that he expected to be on the West Coast next month, probably late in the month, and that he expected to meet with the exhibitor leaders and study their complaints about trade practices in the Los Angeles area and other West Coast points.

•

An application for appointment of an appraiser to evaluate the stock of five minority stockholders of United Paramount Theatres was granted here yesterday by New York Supreme Court Justice James M. McNally.

The minority stockholders, owning about 850 UPT shares and opposing the projected merger of UPT with American Broadcasting, claimed their stock was worth more than the $16 or $17 per share carried on the company's books as of March 31, 1951.

•

Jack H. Levin was host yesterday to the trade press at luncheon at the Hotel Astor here on the occasion of the recent formation of his own research-survey-checking organization, Jack H. Levin Associates.

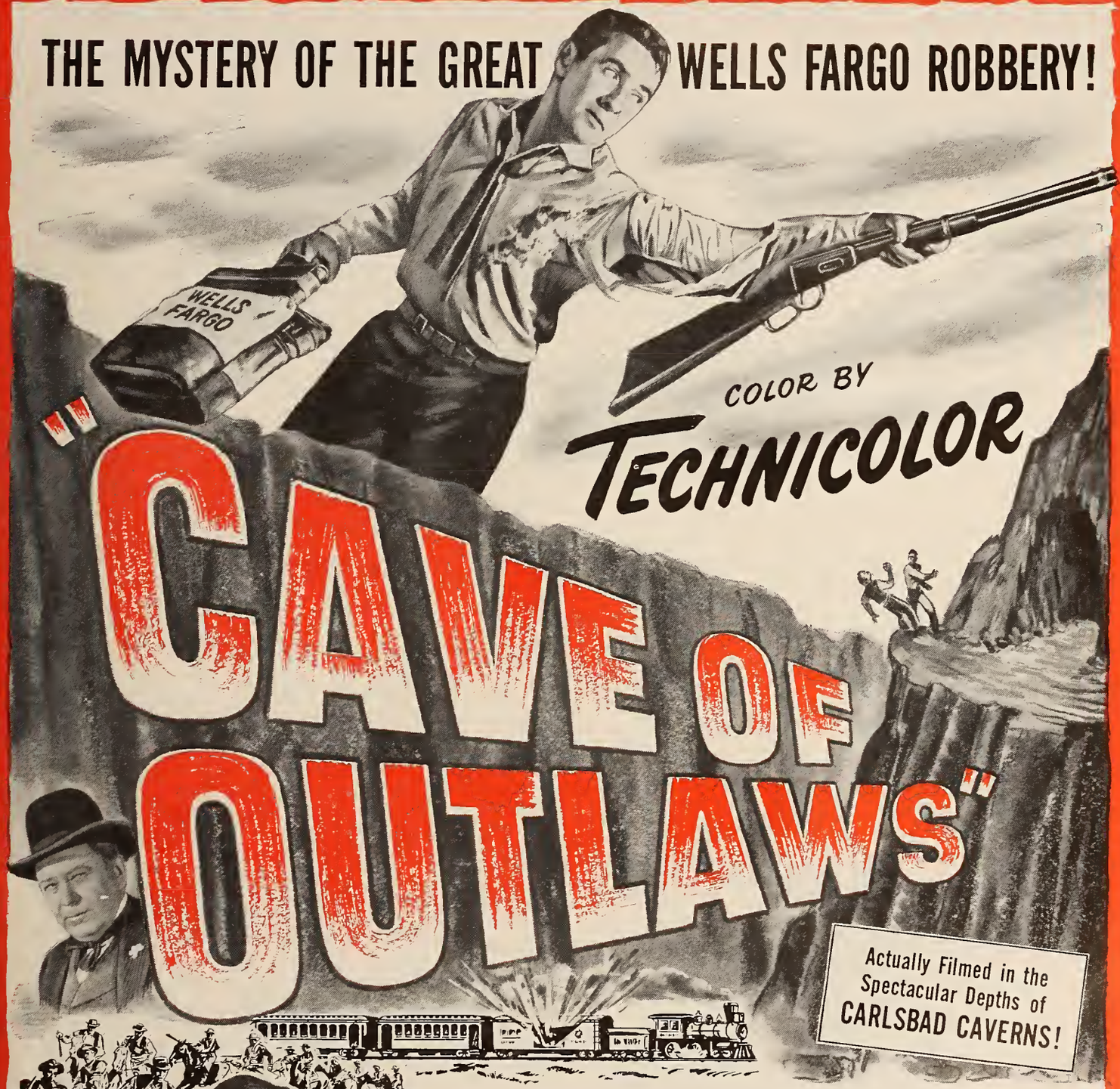
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Midnight Feature Nightly

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Dec. 4 Hearing of Action vs. U, UA

Washington, Oct. 25.—A hearing has been set for Dec. 4 before the three-judge Statutory Court in New York on the Justice Department's motions against United Artists and Universal.

The D. of J. seeks to force United Artists to put up for sale the distribution rights it acquired from Eagle-Lion, and to prohibit any officer or agent of either UA or Universal from serving as an agent for a competing firm.

'U' Stock Sale

(*Continued from page* 1)

berg-Milton R. Rackmil pool is not on the agenda. Whether it will be the subject of informal discussions remains a matter of speculation. Rank is not disposed to sell, either at this time or at the offering price of $15 per share, it is reported, but presumably might be interested if the bid were to be raised sufficiently.

Meanwhile, official circles are deprecating widely circulated reports that Leo Spitz will resign his Universal studio executive post on transfer of his and William Goetz's large block of Universal stock to Blumberg-Rackmil next week. Spitz's contract with Universal has several years to run and sale of his stock holdings is regarded as having no bearing on this matter.

Skouras on TV Color

(*Continued from page* 1)

Los Angeles to feed the TV needs of about 450 NT theatres, which the company will have after divorcement.

Regarding the color aspect, Skouras said NT would not go ahead with its plans to install TV in virtually every one of its theatres unless the telecast could be in color. "You cannot produce stage shows in black-and-white," Skouras declared, inferring that if there is any government clampdown on production on theatre color TV sets during the national emergency, NT's TV plans would be curbed.

As to NT's TV production plans, Skouras said they would be "big, colorful shows," with local flavor introduced in each region. He compared the TV shows, which would be an adjunct to the regular film fare, with old-time vaudeville troupes, a talent group making a regular tour of the theatre studios.

"Theatres," he emphasized, "must create their own entertainment," not depending on commercial television programs, or shows designed for home TV. Sporting events would also be included, Skouras said, with the theatres organizing fights and wrestling matches, for example.

Skouras saw no room for commercial advertising in theatre TV. He said he expects to be abroad from four to five weeks, meeting with Spyros P. Skouras, 20th-Fox president, in Zurich on Nov. 12 for the Eidophor demonstration.

Returning to the color theme, Skouras predicted that as far as motion pictures, they would all be made in color within the next couple of years. Regarding his projected new seven-year contract as president of NT after divorcement, Skouras said it was still in the stage of negotiation.

Frank H. Ricketson, president of Fox Inter-Mountain Theatres, with headquarters in Denver, and Elmer Rhoden, head of Fox-Midwest, Kansas City, will leave with Skouras for Zurich today. Ricketson commented that theatres now need special, quality pictures that can effectively compete with the wide range of entertainment offered to the public today.

Skouras Ridicules Subscription TV

Subscription home television was ridiculed yesterday by Charles P. Skouras, president of National Theatres, who was asked what effect it would have on theatre operations. Replying obliquely, Skouras commented that "what the American people can get for nothing they don't pay for," inferring that the bill on subscription TV will not be much better than the fare on free home TV.

O'Brien, Raibourn

(*Continued from page* 1)

sion, predicted that it will bring into American homes programs now not possible to be shown on free home television.

In his address O'Brien categorized the programs adaptable for theatre TV as sports, entertainment, and non-entertainment and envisioned the wide application of theatre TV in the last category, citing the success of the recent Civil Defense theatre televised event. As to sports, he saw only from six to 24 events a year with sufficient public interest to pay off at the box-office. He added that in the near future, no doubt, there will be experimentation to put on entertainment shows for theatre TV

Percentage Suits

(*Continued from page* 1)

United Artists, Columbia, RKO, Universal, Paramount, Loew's, 20th Century-Fox and Warner. The theatres involved were the Globe and New theatres in Berlin, Md.; Diamond in Selbyville, Del.; Auditorium in Lewes, Del.; Blue Hen in Rehoboth Beach, Del.; Avenue in Delmar, Del.

Wald, Krasna to Be Cited at Premiere

RKO producers Jerry Wald and Norman Krasna will be cited tonight by New York University, their alma mater. The presentation will be made by NYU's Professor Robert Gessner at the world premiere of the producers' "The Blue Veil" here.

NT Would Remodel First-run Roxy

Plans for refurnishing and remodeling Broadway's first-run Roxy Theatre here when negotiations for the take-over of the house by National Theatres are completed, were disclosed yesterday by Charles P. Skouras, NT president.

He said NT would close the theatre for about four weeks to do the job. The change in ownership would take place if talks are successful, Skouras added, at the same time as the divorcement of 20th Century-Fox, present owners of the Roxy and the parent company of NT. Questioned about whom he expects to appoint to replace A. J. Balaban, who announced his intention of resigning as general manager of the theatre in December, Skouras declined to comment.

Says NFL Suit Vital

(*Continued from page* 1)

thought the NFL decision "will probably settle the NCAA question one way or the other." The NCAA not only restricts home telecasting of football games but also encourages theatre telecasts.

Morrison said he expected a "relatively quick" decision in the pro football suit. He said the government would move for trial just as soon as the league files its answer to the government petition.

TV Color Experiment

(*Continued from page* 1)

any event, they made clear that experimentation would never be stopped. The only thing that might be stopped would be large-scale output of receivers and sending equipment.

The home-set makers promised not to make sets again until they got a go-ahead from the government, and that probably will not be before late 1952 or mid-1953. However, experimentation on new home color systems can continue, it was emphasized by both industry and government officials.



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NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 83 NEW YORK, U.S.A., MONDAY, OCTOBER 29, 1951 TEN CENTS

Big Income in Off-Hour TV Seen by UPT

Morning 'Losses' Could Be Cut By Such Shows

Off-hour revenue potentialities to theatres from non-film "non-essential" television programming, such as national sales meetings and conventions are considered to be of major proportions by United Paramount Theatres officials.

Cited as an example of the income potential is the estimated 11,000 people who participated in the September Civil Defense program piped into only four theatres in the same number of cities. What if a manufacturer such as the auto industry wanted to unveil its new car model in 200 key situations for its salesmen and utilized large-screen theatre TV? is the question posed by advocates of such programming.

The revenues flowing from such a program would be "gravy," they ar-

(*Continued on page 6*)

American Leaders at Tribute to Warners

Leading figures of American industry, including Henry Ford II, president of the Ford Motor Co.; David Sarnoff, chairman of the board of RCA; Frank M. Folsom, president of RCA, and Eric Johnston, president of the Motion Picture Association of America, will head the guest list at the annual dinner of the Motion Pic-

(*Continued on page 4*)

4 RKO Films in A Row at Paramount

A fourth RKO Radio release has been added to the three already announced for New York's Paramount Theatre here beginning Nov. 7. This will keep an RKO picture at the Broadway house continuously from that date until January of 1952.

The fourth picture is "Double Dynamite," co-starring Jane Russell, Frank Sinatra and Groucho Marx. It will be the Paramount's Christmas-season show. Others listed previously are "Behave Yourself," "Two Tickets to Broadway," and "The Racket."

'Movies Are Better Than Ever . . .'

Foremost among the purposes and aims of the Allied States Association convention in New York this week is the betterment of the motion picture business.

Regardless of what the convention may achieve in that connection, one thing is certain: the gathering of exhibitors from all parts of the country will give a big boost to Broadway's legitimate theatre business.

Wilbur Snaper, convention chairman, reported here at the weekend that the 500 convention registrants have ordered 1,500 tickets to Broadway stage shows during the next few days.

IATSE Contract Held up by Locals

HOLLYWOOD, Oct. 28.—The necessary ratification by IATSE studio locals of the wage pact with major studios negotiated last week appeared stymied at the weekend by the unwillingness of a majority of locals to approve the escalator clause, which they maintained had not been represented to them correctly.

The clause, providing for stipulated additional hourly payment if the living cost index rose five percent or more,

(*Continued on page 6*)

'ACTION' KEYNOTE FOR ALLIED MEET

Allied Registration Fee 'Special' Set

In a unique move designed to give industry members who are not affiliated with Allied an opportunity to attend open meetings and "film clinics" without paying the full price of an Allied convention registration, the organization has decided to accommodate, at the reduced price of $5, those who will be unable to attend all business and social functions in connection with the convention.

The regular convention registration

(*Continued on page 6*)

Howard Bryant to Join TOA Here

Howard L. Bryant, Jr., formerly with Paramount Pictures here, has been appointed service co-ordinator of the Theatre Owners of America, it was reported by Gael Sullivan, executive director, at the weekend.

Bryant, who was a sales and service co-ordinator of the television division at Paramount, will begin his new duties today.

Sullivan said Bryant will help ex-

(*Continued on page 4*)

Show That Allied Isn't Relaxing, Myers Asks; Board Parleys Underway

By CHARLES L. FRANKE

In a special message to the delegates to this week's Allied States 18th annual convention in New York, Abram F. Myers, board chairman and general counsel, has called for convention action that will correct the impression held in certain quarters that the organization "is no longer battling as vigorously for the welfare of its members as it once did."



Abram F. Myers

Following Allied board meetings yesterday and today at the Biltmore Hotel, the convention proper will get underway tomorrow and continue through Thursday. A record 550 reservations have been received by convention chairman Wilbur Snaper for delegates, wives and guests.

"In their preoccupation with other matters," Myers states in his message, "exhibitor organizations seem to have lost some of their aggressiveness in protecting the interests of their members."

He asserted he has been "dis-

(*Continued on page 6*)

10 Projects Are Okayed And 7 Are Denied by NPA

WASHINGTON, Oct. 28.—Crescent Amusement Co. has received permission from the National Production Authority to build a new $903,000 theatre. No location was given. NPA said the project was approved because Crescent had the materials to build the theatre on hand already, and no allotment was needed.

The Crescent approval was one of 10 theatre projects approved either because materials were on hand or because they used less than the maximum amounts of steel, copper and aluminum. Six theatre projects were denied.

Other approved projects were: a $14,550 drive-in, Max Zallen, Oxford, Me.; a $10,300 Drive-in, L. E. Jones, Mt. Airy, Md.; a $17,900 drive-in, Benning's drive-ins, Inc., Capitol Heights, Md.; a $12,700 drive-in, Jack L. Jackson, Buchman, Va.; a $12,100 drive-in, J. H. McClellan, Lovingston, Va.; a $20,000 drive-in,

(*Continued on page 6*)

'American' to Stay at State Lake Six Weeks

CHICAGO, Oct. 28.—"An American in Paris" will open at the B. & K. State Lake here the evening of Nov. 14 for a six-week run. B. & K. were awarded the first Chicago run of the picture after Federal Judge Michael Igoe had granted them permission to bid for an extended run of six weeks on the picture, ruling that the picture was of a quality to be exempted from the two weeks' first-run limitation imposed on B. & K. Theatres by the Jackson Park decree.

Government to Show Korean Picture

The U. S. Defense Department will have a luncheon and screening for the press at the Hotel Astor here on Friday, the film being a two-reeler made in Korea showing the government's interest is saving the lives of the wounded. It is a joint production of the Defense Department, the Association of Motion Picture Producers and disabled American veterans.

"The government believes this dramatic film can be a major contribution to public morale," stated Vice Admiral Ross T. McIntire.

NEWS in Brief . . .

CHICAGO, Oct. 28.—WGN-TV has just announced the first showing on TV of 10 feature length films, scheduled to be run on the "Courtesy Hour" at 9:30 Sunday evenings, sponsored by Courtesy Motors. The ten films, all produced since 1946, are: "Ten Little Indians," "Let's Live Again," "Jungle Patrol," and "The Gay Intruder," all four of which were released through 20th Century-Fox; "The Crooked Way," "Abilene Town," "The Stars Look Down," and "Girl From Manhattan," all United Artists; and Screen Guild Productions' "Road to the Big House" and "The Prairie."

•

HOLLYWOOD, Oct. 28.—An all-women production firm, Womens Producing Group, Inc., has been formed here, headed by Mrs. Arnold Stoltz, wife of the publicist. All members and backers are women from various club groups throughout the country, and all ends of production will be handled by women.

The only man in the organization is Harry H. Thomas, long identified with the industry, who will handle sales. For its first film the company has obtained the rights to do the life of Dr. Margaret Sanger.

Four Will Promote Universal's 'Lady'

To promote "Lady Pays Off," Universal-International has recruited a special field exploitation staff with John McGrail assigned to Boston; Robert Wile assigned to Hartford, Ralph Ober to Rochester, and Seymour Evans to Syracuse.

The production will be given a series of four tests, at Keith's Memorial in Boston and E. M. Loew's Theatre in Hartford, next Friday, at the Paramount Theatre in Syracuse, Nov. 6, and the Regent in Rochester, on Nov. 9.

Legion of Decency Puts 3 in Class B

The latest report of the National Legion of Decency places three films in Class B and nine in Class A. The films placed in Class B are: "Adventures of Captain Fabian," Republic; "The Family Secret," Columbia; "The Man With a Cloak," M-G-M.

Pictures placed in Class A are: "It's A Big Country," M-G-M; "Sky High," Lippert; "Tom Brown's School Days," British; "Anne of the Indies," 20th Century-Fox; "Meet Danny Wilson," Universal-International; "Sea Hornet," Republic; "Silver City," Paramount; "Son of Dr. Jekyll," Columbia; "Strange Door," Universal-International.

TV for Indiana Theatre

INDIANAPOLIS, Oct. 28.—The Indiana Theatre here will have big screen television within 30 days as part of a broad improvement program affecting each of the company's four houses at an estimated cost of $100,000, Maurice Brazee, general manager of the Greater Indianapolis group, disclosed.

Personal Mention

Y. FRANK FREEMAN, supervisor of production at Paramount Pictures' Coast studio, arrived in New York on Friday from Hollywood.

•

HOWARD DIETZ, M-G-M vice-president and director of ad-publicity; SILAS F. SEADLER, advertising manager; JOHN JOSEPH, publicity manager, and DAN S. TERRELL, promotion manager, have returned to New York from Chicago.

•

FRANK WALKER, general manager of M-G-M Records, returned here over the weekend from the Coast.

•

HAROLD MIRISCH, vice-president of Monogram-Allied Artists, left Hollywood for New York at the weekend.

•

DAVID BUTLER, producer, and his wife arrived here yesterday from Europe on the SS *Queen Elizabeth*.

•

JERRY WALD and NORMAN KRASNA left here for Hollywood yesterday.

JOSEPH H. MOSKOWITZ, vice-president and Eastern studio representative for 20th Century-Fox, will return here from the Coast today.

•

SAMUEL PINANSKI has been reappointed a member of the board of trustees of the Lowell Textile Institute at Lowell, Mass., by Governor Paul A. Dever.

•

RUSSELL MARKERT, Radio City Music Hall "Rockettes'" director, flew to Europe from here Saturday to scout stage talent.

•

CLARENCE GREENE, producer-writer, will leave New York today on a tour of key cities in Maryland, Georgia and Ohio.

•

IRVING SOCHIN, assistant to C. J. FELDMAN, Universal Pictures domestic sales manager, has returned to New York from the Coast.

•

E. J. MANNIX, M-G-M studio executive, will leave here for the Coast tomorrow.

Bischoff Returning To Warner Studio

HOLLYWOOD, Oct. 28.—Samuel Bischoff, RKO executive producer for the past 18 months, will return on Nov. 19 to the Warner Studio, where he produced 70 pictures in the 1933-40 period, Bischoff revealed. Bischoff said he sought and received an amicable settlement of his RKO contract due to protracted inactivity occasioned by the fact that RKO has a big backlog of unreleased pictures and he prefers a more active berth.

20th-Fox Publicists' Vote Favors DPOWA

By a vote of 37 to two, 20th Century-Fox's home office publicists on Friday chose District No. 65 of the Distributive, Processing and Office Workers of America as their collective bargaining agent. The election was conducted at the home office by the National Labor Relations Board. The choice on the ballot was between DPOWA and "no union."

Two to One in Favor

At the same time, the three publicists at the 20th Century-Fox International home office voted two to one in favor of DPOWA.

Mrs. Margaret Wall, 89

BOSTON, Oct. 28.—Mrs. Margaret Wall, 89, died at her home in Woburn, Mass., Thursday night. She leaves three sons, all associated with the motion picture industry. They are Edward J., press representative for Paramount Pictures in the Albany and Buffalo areas; James J., managing director of the Seville Theatre, East Boston, Mass., and Thomas N., managing director of the Circle Theatre, Brighton, Mass., and two daughters, Mrs. Elizabeth K. Sweeney of Quincy, and Mrs. Margaret Prado of Woburn. Funeral services will be held tomorrow at St. Charles Church, Woburn.

To Set Up Italian Film Office Here

ROME, Oct. 28.—Renato Gualino, manager of the Italian Film Export Company, has left here for London en route to New York where he will establish an American office for his newly established company.

Gualino is scheduled to arrive in New York on Nov. 4. His new office there will endeavor to promote the sale in the United States of Italian films under the new MPAA-ANICA agreements. It is his intention to concentrate on the release of Italian films dubbed in English.

Rosenzweig Heads N. Y. Warner Club

Bernard H. Rosenzweig, of Warner's home office theatre department, has been elected president of the Warner Club.

The following were also elected: Tom O'Sullivan, vice-president; Frank Kiernan, vice-president in charge of membership; Ruth Weisberg, vice-president in charge of welfare; Fred Stengel, vice-president in charge of claims; John Holmes, treasurer; Barry O'Conner, assistant treasurer, and Harry Ollson, secretary.

Dash Heads New Studio

New studios for transcription and commercial recording on tape and discs have been opened here by Magno Recording Studios, headed by A. J. Dash, formerly head accountant here for *Film Daily*, who will manage the studios, and Ralph Friedman and Howard Warren, who will be in charge of engineering.

John Byram's Mother

Funeral services were held here Saturday for Mrs. Bertha C. Byram, 76, mother of John Byram, Paramount Pictures' home office play editor. Mrs. Byram died Thursday of a heart attack.

Newsreel Parade

BRITAIN goes to the polls, the capture of "Bloody Ridge" in Korea and mourning for the slain Pakistan premier mark current newsreel highlights. Other items include the UN's sixth anniversary and sports.

MOVIETONE NEWS, No. 87 — "Bloody Ridge" captured in fierce battle. Navy carrier returns from Korea. A message from General Ridgeway. Britain goes to the polls. "Ike" sees U. S. Navy in action. Pakistan mourns slain Premier. The Pope canonizes three new Saints. A daredevil in Germany.

NEWS OF THE DAY, No. 217—Red rout in Korea filmed under fire. Korea heroes honored on UN day. Argentina's mighty tribute to Eva Peron. Eisenhower sees NATO fleet maneuvers. American all-stars meet Japanese Giants. A special message from Governor Dewey.

PARAMOUNT NEWS, No. 20 — Fleet maneuvers in Mediterranean. "Loyalty Day" in Argentine. Gale lashes Sicily. Slain premier laid to rest. Korea "vets" lead UN salute. U. S. officer weds princess. Exclusive: Controversial Drake-Oklahoma A. and M. football game.

TELENEWS DIGEST, No. 43B—Britishers go to the polls. Korea: Seoul today. UN Day celebration in Washington. Mass pilgrimage in Portugal.

UNIVERSAL NEWS, No. 503—UN anniversary. Korea action. Truman at dedication. Premier's funeral. *U.S.S. Boxer* returns. Danish gymnasts. Illinois, 27 vs. Washington, 20.

WARNER PATHE NEWS, No. 22 — "Free world" hails UN's sixth birthday. Korea: Battle of "Bloody Ridge." Washington: Truman meets with Mossadegh on oil crisis. Washington: General Clark's family at bedside of wounded son. Argentina: Peron rallies reach new high. Pakistan: Funeral of slain premier. U. S. zone, Germany: U. S. Colonel weds Lichtenstein princess. Exclusive: Football. Giants vs. Eagles.

Gilford, L. A. Lawyer, Will Produce Films

HOLLYWOOD, Oct. 28.—Max M. Gilford, Los Angeles attorney, has temporarily retired from his law firm in order to produce motion pictures, and he has also resigned as an executive member and general counsel for the National Society of Television Producers.

He is now executive producer for Pegasus Productions, Inc., whose initial film will be "The Slasher." Edmond Angelo will direct and produce.

Souvaine Gets 3 More

"Mr. Lord Says No," new British comedy produced by Sydney Box, will be released by Souvaine Selective Pictures in the Western Hemisphere. Charles Amory, general sales manager of Souvaine, completed negotiations with Sydney Box, British producer, for "Mr. Lord Says No," and two other pictures to be produced during the coming year.

'Pandora' to Music Hall

When Metro-Goldwyn-Mayer's "An American in Paris" runs its undetermined course at New York's Music Hall Theatre, it will be followed by the same company's "Pandora and the Flying Dutchman," which probably will be the Christmas season attraction.

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

NEWS in Brief . . .

HOLLYWOOD, Oct. 28.—The number of pictures in production remained the same last week, for a total of 42. Five new pictures were started and five were completed.

Started were: "Okinawa," Columbia; "Hold That Line," Monogram; "Way of a Gaucho" and "The Girl Next Door," 20th Century-Fox; "Hear No Evil," Universal-International. Completed were "Whip Law," Monogram; "Hoodlum Empire," Republic; "Where's Charley," "Room for One More" and "The Lion and the Horse," Warner.

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HOLLYWOOD, Oct. 28.—Reub Kaufman, head of sales and distribution for Snader Sales, and Don Fedderson, general manager of KLAC-TV, have concluded negotiations for the payment of $103,000 for rental of 18 British films, including the 14 previously announced from Alexander Korda and four since acquired.

The pictures will be available in January, and will be released in order of clearance from local theatre exhibition. The contract gives KLAC-TV exclusive and unlimited use of the films for a two-year period.

The four recently acquired are: the Boulting Brothers production for Korda of "Seven Day to Noon," J. Arthur Rank's "Facts of Love"; the independent production, "Good Time Girl," and "Forever and A Day," filmed by RKO in London.

•

LOUISVILLE, Oct. 28.—The recently-appointed convention committee of the Kentucky Association of Theatre Owners has selected the dates of Wednesday and Thursday, Dec. 5 and 6, for the organization's annual convention. It will be held at the Henry Clay Hotel here.

•

HOLLYWOOD, Oct. 28.—The name of Frontier Pictures Co., producer of Westerns starring Wild Bill Elliott, Johnny Mack Brown, Jimmy Ellison and Whip Wilson for Monogram release, has been changed to Silver Mine Productions, it was announced here by Vincent M. Fennelly, president.

•

BOSTON, Oct. 28.—The convention of the Independent Exhibitors of New England will be held here at the Copley Plaza Hotel on Dec. 4. The sessions will be topped by a banquet attended by civic and trade leaders.

•

PORTLAND, Ore., Oct. 28.—"Show of Shows," the annual event held under auspices of motion picture exhibitors, distributors and affiliated theatre unions here will be held at the Mayfair Theatre Wednesday. The receipts will go to the maintenance fund of the Portland Shrine Hospital.

Correction

United Artists' Jules Levey production of "Fabiola" was inadvertently listed as an RKO production in a headline in yesterday's issue of this publication.

IN A SPECIAL TRAILER HURRY!
WE'LL GIVE YOU F-A-S-T-E-S-T SERVICE
FINEST QUALITY
1327 S. Wabash Chicago, Illinois FILMACK 630 Ninth Ave. New York, N.Y.

Reviews

"Too Young to Kiss"

(Metro-Goldwyn-Mayer)

EVERY unproven artist knows how difficult it is to get an audition with a concert manager. In this instance pretty June Allyson, a talented pianist, refuses to give up when Van Johnson simply would not see her. What ensues is a farce of romantic complications which audiences in general will find pleasantly engaging and worth while.

When Miss Allyson learns that Johnson is scheduled to hear an audition for children she put a precocious idea into action. Bedecked as a child, Miss Allyson presents herself as Molly Potter, age 13, and wins the contest. Now Johnson scrambles madly to sign Molly up, even though he can not get along with Molly's presumed older sister, who of course is Miss Allyson without the pigtails and teeth brace.

Miss Allyson also has a newspaperman boy friend, Gig Young, and he is not very happy when he learns that the "child prodigy" is going to spend time at Johnson's country estate studying for a big debut. The natural antagonism between the two men is aggravated when Young gets a punch in the nose for giving the "child" a cigarette. As the screenplay by Frances Goodrich and Albert Hackett rolls on, Johnson becomes convinced that the "prodigy" is an incurable brat with an addiction for such adult pleasures as cocktails and cigarettes.

When it becomes time for Johnson to present his protege he learns of the hoax, and though angry, allows Molly to play after announcing her real age to the audience. As soon as his anger subsides, Johnson realizes that he is in love with Miss Allyson and has to stop a homeward-bound train to get her back. Paula Corday makes a shapely "other woman." Robert Z. Leonard directed and Sam Zimbalist produced.

Running time, 91 minutes. General audience classification. Release date, Nov. 23.

MANDEL HERBSTMAN

"The Globetrotters"

(Columbia)

A MORE appropriate season for the launching of this production does not exist, for "The Globetrotters" concerns that widely known aggregation of furiously swift Harlem team of Negro professional basketball players, and the basketball season is here. For once, a Hollywood production dealing with sports completely is spared the injection of the notoriety which has been headlined in newspapers so extensively as has the scandal of the basketball "fix" which threw a pall over schools in the East. A "fix" in sports almost invariably is followed by a "fix" film.

"The Globetrotters" is both entertaining and interesting and gives showmen an immediate opportunity to promote it in every medium where basketball is talked about, in print, on the air, in schools, most everywhere.

The tale by Alfred Palca is a sharp and efficient one and so the production and direction by Buddy Adler and Phil Brown. It is a more or less simple story, a human story of a great team with fine traditions, and the problem of one of its younger players in ridding himself of cynicism and adjusting to the team spirit. In the role of the young player is Billy Brown, who leaves school, where he is an honor student, to join the Trotters. He soon becomes the star player but it doesn't take long before his teammates find out that he does not share their idealism. Despite the fact that he scores and wins an important game for the team, he has disobeyed orders of the coach, Thomas Gomez, and is released.

He returns to college as a chemistry professor and signs a contract for the following season with another professional team. However, he cannot stay away from the Trotters and despite a bad knee, he gets permission to again play with them, this time realizing the importance of teamwork and tradition. Gomez, as the non-Negro coach, is excellent and so is Brown, except in some spots where he shows his inexperience as an actor. However, this is of lesser importance since the real stars are the Trotters, and basketball fans will get more than their money's worth in the generous amount of basketball footage.

Others in the cast are Dorothy Dandridge, Bill Walker, Angela Clarke, Peter Thompson and Steve Roberts.

Running time, 80 minutes. General classification. For November release.

Martin Theatres Get Six Houses in South

ATLANTA, Oct. 28.—Martin Theatres in Columbus, Ga., has taken over six theatres in Columbus and Phenix City, Ala. Transfer of the six to Martin dissolves a three-way partnership between Martin, George Theatres and United Paramount.

Edwards Gets 3 Houses

ATLANTA, Oct. 28.—W. W. Edwards, from Ozark, Ala., is the new owner of three neighborhood theatres in Birmingham, Ala., the Norwood, Avon and Fox. T. R. Campbell will manage the Avon, Robert Chism will look after Norwood and T. O. Williams will manage the Fox.

Lasky Off on A Goodwill Tour

HOLLYWOOD, Oct. 28.—Jesse L. Lasky, M-G-M producer, and Charles Homan, writer, left here over the weekend by plane on a nine-day tour of southwest and midwest cities to address students of major colleges. The first stop will be at Wichita Falls, Texas, where Lasky will address the student body of the Midwestern University and will then proceed to Des Moines to be the principal speaker at the *Des Moines Register* and *Tribune* dinner honoring Karl King, noted U. S. bandmaster. From there he will fly to Champaign, Ill., to speak to the students of the University of Illinois after which he will spend two days in Chicago.

Para. TV Plans to Lease Studio Here

Negotiations to lease a studio here for two projected Paramount Television Productions, TV shows, are underway.

Indications that talks on the deal are soon to be finalized was offered by Burt Balaban, newly appointed Paramount Television programming and production director. He said production at the undisclosed New York studio is expected to be started within a "couple of weeks."

American Leaders

(*Continued from page* 1)

ture Pioneers in honor of Harry M., Jack L. and Albert Warner. More than 300 of a quarter century or more in the motion picture business will attend the dinner on Nov. 15 at the Waldorf-Astoria Hotel in New York.

The tribute to the three Warner brothers as the "Pioneers of the Year," in honor of their many years of motion picture leadership, will be signalized by the presentation of a special plaque from the Pioneers. To date, 75 new members are scheduled for induction into the Pioneers class of '51 at the dinner.

Joins TOA Here

(*Continued from page* 1)

hibitors on matters like taxation, television, and government controls.

"As a service co-ordinator, he will handle grievances from the field and will establish an effective information conduit with our units wherever they require national headquarters support on matters relative to 16mm. competition, complaints on advertising aids, and interchange of information as to theatre construction, maintenance and operation, and local legislation," said Sullivan.

Hollywood Attends 'Movietime' Banquet

HOLLYWOOD, Oct. 28.—More than 300 film personalities, film executives and others identified with the "Movietime U. S. A." tours, celebrated the success of that project at a banquet given here at the weekend at the Beverly Hills Hotel. Robert J. O'Donnell, national head of the "Movietime" promotion, and Samuel Briskin, Hollywood coordinator, presided.

Meanwhile, the Hollywood Coordinating Committee has dispatched questionnaires to all personalities who made the "Movietime" tours, on which they are to furnish information that will be correlated in support of a new plan to be suggested for next year's tours.

Sullivan Views Shoreham

Gael Sullivan, Theatre Owners of America executive director, left New York last night for Washington, where he will "look over" the Shoreham Hotel as a possible site for the forthcoming meeting of the TOA executive board. He will confer while in the Capital with government tax officials, and will return here on Wednesday.

Always the first to help others...

IT'S TIME TO HELP OUR OWN!

The Foundation of the Motion Picture Pioneers has been organized by a group of industry leaders to assist pioneers who are in need of financial aid, medical care or temporary subsistence during periods of unemployment.

The whole industry is uniting in the greatest benefit show ever staged—a benefit for our own. Do your share. Buy tickets today.



Seen by UPT

(Continued from page 1)

gue. In the morning or early afternoon hours when theatre attendance is at a minimum large numbers of people would be invited to attend the TV screening, with the manufacturers paying a flat rental for the use of each of the 200 theatres. One figure of $250 for each theatre was volunteered by an industry executive, who said that right now the amount charged could not be pinned down.

The government, too, is understood to be intensely interested in the new medium following the success of the Civil Defense program. The upcoming second Civil Defense large-screen theatre TV program, set for late November or early December, and which is expected to take in many more cities, will be studied by the government for its costs. Theatres taking part in the forthcoming defense show will not charge the government anything, it was learned, but after the program will submit a cost schedule to the government for future similar programs. The only cost to the government in the projected test will be the cable and local line charges.

Besides the goodwill engendered in such programming, UPT executives feel that the government, such other agencies as Agriculture and Commerce, would be willing to at least defray theatre costs, similar to the deals worked out between the government and radio and TV networks.

"Non-entertainment" programming as outlined by Robert H. O'Brien, UPT secretary-treasurer, in his recent address before the American Television Society is not too far in the future. In fact, O'Brien was reported to have had many inquiries from interested parties following his address late last week.

IATSE Contract

(Continued from page 1)

had been understood by locals, they assert, to cover five percent itself. On the contrary, they say, the actual meaning was that an additional payment provision would go into effect on living-cost rises beyond five percent. Although the locals and IATSE international officers were in session over the weekend, the expectation was that IATSE president Walsh and Association of Motion Picture Producers' board chairman Y. Frank Freeman would untie the knotty point in meetings held in New York.

Sues on Para. Bldg. Loan Commission

Eugene A. Hegy, real estate broker, has filed an action in New York Supreme Court for $700,000 alleged to be due him as commission in connection with a loan of $7,000,000 made on the Paramount Building here.

Hegy's suit names Paramount Pictures, the 1501 Broadway Corp., William A. White, realtors,; Lehman Brothers and Paul Manheim of Lehman Brothers as defendants. He alleges that Paramount agreed in 1948 to pay him a commission if he obtained a $7,000,000 loan on the Paramount Building acceptable to the company. Subsequently, he charges, the company conspired to put the White firm in as broker and a loan which he claims he first broached was consummated.

'Action' Allied Keynote

(Continued from page 1)

turbed by the suggestion that Allied, in recent months, has grown soft and is no longer battling as vigorously for the welfare of its members as it once did. This is an unfair criticism because while cooperating fully in all-industry affairs Allied has never relaxed its efforts in behalf of the exhibitors.

"Nevertheless," Myers continues, "this notion must not be allowed to spread and this convention must deal vigorously and effectively with the pressing problems now confronting our branch of the industry. We, all of us, place a high value in cooperation and are devoted to the purpose and ideals of the Council of Motion Picture Organizations, but we must not remain idle while the interests of the exhibitors are jeopardized."

Competitive bidding, arbitration and "distributor demands for increased film rentals" will top the issues up for discussion at the convention. The board meanwhile is giving attention to a dozen major topics, ranging from renewal of Allied's membership in COMPO to a stand on film prices and other trade practices.

In a special convention message which Trueman T. Rembusch, Allied president, prepared, sales policies and their application figure prominently. "Allied will strive for the introduction and use of the 'incentive' type of selling such as is used in other American industries, so that exhibitors will improve their theatres and expand their exploitation activities," Rembusch stated. So-called "penalty" sales policies are "killing exhibitors," he declared.

"Allied believes," said Rembusch, "that there are broad areas of common interest in the motion picture business in which the several branches, acting in good faith, can work in harmony for the common good."

Special pre-convention messages have been prepared also by industry leaders. Harry M. Warner, president of Warner Brothers, in a statement of welcome to the delegates, termed 1951 "a year of decision for the industry." Hailing the achievements of COMPO and "Movietime U.S.A.," Warner said this year will be remembered as "the year in which our industry determined not only to 'look forward'. . . but as the year we did something about 'going forward.'"

As president of COMPO and president of RKO Pictures, Ned E. Depinet, stated: "For the first time in half a century the motion picture industry—every segment of it—faces its problems and its future on a united front. Like the 48 units of our United States we, as an industry, have come to know that only in working together for the common good lies the salvation of the individual."

Barney Balaban, Paramount Pictures president: "The last four months have yielded abundant evidence that our industry is still thoroughly capable of meeting crisis with action. The present box-office uptrend reflects the solid determination of Hollywood to supply theatres with pictures so big that they cannot be matched by any competitive entertainment medium."

Nicholas M. Schenck: "If the producers produce well and the exhibitors exhibit well, the public won't be a flop."

Other messages, optimistic in tone, were received from Steve Broidy president of Monogram-Allied Artists, and Herman M. Robbins, president of National Screen Service.

Snaper reported at the weekend that although there is no scheduled convention address by a representative of the National Production Authority, such a representative will attend the convention with a view to answering questions which may arise with respect to government restrictions on essential materials.

The director-delegates and their wives yesterday celebrated the opening of convention week with a dinner at Toots Shor's Restaurant here. The convention will be opened officially tomorrow with a luncheon at the Biltmore. Among the honored guests will be Cardinal Spellman and Rev. Patrick J. Masterson, executive secretary of the National Legion of Decency. The keynote address will be made on that occasion by Myers. Rembusch, Marc Wolf and presidents of the film companies also will speak. Convention sessions will be held each afternoon through Thursday, leaving the mornings free for the Allied "film clinics."

Other scheduled convention speakers are Dore Schary, M-G-M studio head, and Ronald Reagan, president of the Screen Actors Guild.

Snaper said reservations for the convention have exceeded expectations to the extent that a large "overflow" of delegates has had to be accommodated by two other hotels, the Roosevelt and the Winthrop.

Titus, Curtin, O'Brien To Attend Allied Meeting

James R. Grainger, Republic executive vice-president in charge of distribution, left here over the weekend for New Orleans, first stop-over on a business trip which will take him to Dallas and Chicago prior to his return on Nov. 7. Grainger, who had planned to attend the Allied convention in New York, will be represented by district managers Walter L. Titus, Jr., John P. Curtin, and James V. O'Gara.

Three New Drive-Ins For Atlanta Area

ATLANTA, Oct. 28.—Three new drive-ins have opened or are scheduled to open in the Atlanta area. Lawrence Luverne will open a 350-car outdoor theatre at Grenshow, Ala. about Nov. 3. Ed Beach has opened one at Fernandina, Fla. and A. H. Stevens has opened one at Newport Richey, Fla.

Skiatron Forms New Company for N. Y.

ALBANY, N. Y., Oct. 28.—A wholly-owned subsidiary of Skiatron, called "Subscriber-Vision, Inc.," has been organized for possible future activity to engage in broadcasting and telecasting in New York. Listed as incorporators are Arthur Levy, president, Frank Quigley, Skiatron official, and Kurt Widder, attorney.

10 Projects

(Continued from page 1)

Arthur and Mathilda Brungraher, Bay, Wisc.; a $22,900 drive-in, Ray M. Warfield and C. L. Shearon, Sioux City, Ia.; a $23,385 drive-in, George B. Elam, Winnsboro, La.; and an $18,000 theatre for Gilroy Theatre Co., Inc., Gilroy, Cal.

The following projects were denied: A $6,370 theatre for M. W. Lathrop, Oakdale, Cal.; a $168,430 combination theatre and store project, Intermountain Theatre Supply Co., Tooele, Utah; a drive-in, L. N. Hynes, Nettleton, Ark.; a $14,300 drive-in, J. M. Brown and Billy R. Haynes, Levingston, Tex.; a $34,396 drive-in, Peninsula Amusement Corp., Prince George County, Md., and a $26,000 outdoor theatre for the Bowl Outdoor Theatre, West Haven, Conn.

Allied Registration

(Continued from page 1)

fee is $25 for men and $20 for women. The $5 fee will be for business meetings only.

Wilbur Snaper, convention chairman and president of Allied of New Jersey, the host regional, said at the weekend that a great number of exhibitors in the Metropolitan area who are not Allied members have expressed a desire to attend the open meetings and the "clinics." The special rate was devised for their benefit, he said.

Letter From A Reader

The Editor,
MOTION PICTURE DAILY:

I would like to tell you how we have been celebrating the Golden Jubilee.

For the first time since last May we went to the movies this week. We went largely because we had heard and read that a film starring a beautiful tomcat was lively and amusing. It was.

However, before we could see "Rhubarb" in action, we had to:

1. Sit through a corny cavalry opera in color called "Warpath."
2. Sit through the showing of no less than twenty-five "commercial cards" on the screen.
3. Sit through a "refreshment intermission" so that three or four hungry patrons could rush out to the lobby and stoke up on popcorn.

Now if this is the Golden Jubilee, I'm quite willing to give the "industry" another twenty-five years' practice, and see what it comes up with for the Diamond Anniversary. If they're still using over-age, overweight actors to shoot Indians, if they're still cramming screen ads down the throats of a captive audience, and still having popcorn intermissions to beef up the take in the corn and candy concessions, then I'll keep on staying home.

And one more thing: Week after week *Time* magazine, for one, lists "Current and Choice" films. I never get a chance to see them. Instead I'm offered more and more "Warpaths" and re-issued horror films. ("You'll be so scared you'll want to sit two in a seat.") But I don't accept the offer.

Yours in Jubilee,
(Signed) C. P. Holway,
Hammond, Ind.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 84 NEW YORK, U. S. A., TUESDAY, OCTOBER 30, 1951 TEN CENTS

ALLIED MEET GETS TRADE PROBLEMS

2 TOA Trade Practice Meetings Set

Executive Committee, Eastern Group Called

The first Theatre Owners of America executive committee meeting for 1951-52 will be held here at the Hotel Astor on Nov. 15, and the first regional meeting of the organization will be held on the following day at the same place, it was disclosed yesterday by S. H. Fabian, executive committee chairman and chairman of the TOA New York area.

The executive committee meeting was set for Nov. 15 to enable committee members who also belong to the Motion Picture Pioneers to attend the organization's annual dinner that night.

Fabian also reported that Pat McGee of the Cooper Foundation, Denver, had accepted

(*Continued on page 4*)

20th Sets 18 in Color for 1952

One-half of the feature product planned for 1952 release by 20th Century-Fox will have color by Technicolor, the company revealed here yesterday as it announced titles of 18 films in color for the coming year.

This record figure of color films is almost twice the number released in 1951, and four more than those available in the combined years of 1949 and 1950. All musicals and semi-musicals will be made in color.

(*Continued on page 4*)

'Veil,' 'Ten' Bows Spark N.Y. Grosses

Strong openings for "The Blue Veil" and "Ten Tall Men" mark a good-to-fair outlook this week on Broadway, with many theatres reporting an adverse effect on Friday's box-office due to the Louis-Marciano fight on home TV.

A mighty $38,000 is seen for the first stanza of "Ten Tall Men," which

(*Continued on page 2*)

Allied Leaders See Business Upswing

The consensus of opinion of Allied States' directors is that theatre attendance has entered upon a period of definite improvement, plainly marked in all but the Northeastern section of the country and in two or three large Midwestern cities.

Those areas are heavily saturated with television and, whether or not that accounts for the delayed improvement in business, some exhibitors feel that TV, through its continued lack of quality programs, eventually will help solve the theatres' problems.

U.K. Film Men Win, Lose in Election

LONDON, Oct. 29.—Richard Austen Butler was named chancellor of the exchequer for Britain's new conservative government today. A new president of the Board of Trade remains to be appointed. These two posts are directly concerned with matters pertaining to remittances of American film company earnings here and other motion picture affairs.

Tom O'Brien, head of the National Association of Theatrical and Kine Employes, and Eric Fletcher, director and deputy chairman of Associated British Picture Corp., were reelected to Parliament, both on the Labor Party ticket, at last week's elections. Among members of the industry

(*Continued on page 5*)

$3,750 Theatre TV Unit Bows Here at Allied Trade Show

A theatre TV unit, designed for the less than 1,500 seat house and priced at $3,750, will be demonstrated here for the first time at the Allied convention trade show in the Biltmore Hotel, beginning today and running through Thursday.

Irwin F. Dersch, vice-president and general manager of Theatre-View Television Corp., a division of Air Marshall Corp., said it includes a 14-by 11-foot screen, with rear or front projection and a 25-foot throw capacity.

American Theatres Supply Corp., of Boston, headed by Samuel Pinan-

(*Continued on page 5*)

Myers Scores Delay In Compo Joinings

Allied States' notice to Ned E. Depinet, president of the Council of Motion Picture Organizations, that the exhibitor organization has renewed its membership in COMPO for another year will be accompanied by "forceful representations that it is the opinion of the Allied board that COMPO should be formally and legally recognized and all steps necessary taken to

(*Continued on page 5*)

Board Reverses Policy By Asking Convention To Make the Decisions

By CHARLES L. FRANKE

Acting on the theory that the delegates to the Allied States Association annual convention "shouldn't be merely observers but should share in the responsibility for formulating policies," the Allied directors at their pre-convention meeting here yesterday left it to the convention proper to make the all-important decisions relating to such trade practice problems as film prices, competitive bidding and arbitration.

The opening of the 18th annual national Allied convention will be marked by a luncheon at the Biltmore Hotel today. This will be followed by an open meeting at which Trueman T. Rembusch, Allied president, will welcome the delegates, and Abram F. Myers, general counsel and board chairman, will deliver the keynote address.

Myers reported, following the two-day board meeting at the hotel, that the directors decided only after lengthy discussion of the trade practice problems to ask the convention to take any action. "We think that this convention

(*Continued on page 5*)

What Allied's Board Did

The Allied States' board of directors, in two days of meetings concluded at the Biltmore Hotel here yesterday, took the following action:

COMPO—Renewed Allied's membership for another year.

Arbitration, Competitive Bidding, Film Prices, Print Shortage and Incentive Selling Plan—Referred to full convention for discussion and resolutions. Separate film clinics also scheduled to take up some or all of these subjects.

1952 Convention City—Chicago. Date to be set.

Spring Board Meeting—Colorado Springs. Date to be set.

Television—Received reports. No action required.

Safety Film—Received report virtually all film in theatrical use is now acetate stock.

A final session of the board is being scheduled for Friday morning.

Allied Honors Zukor, O'Donnell, Rembusch

Handsomely embossed plaques will be awarded by Allied States to Adolph Zukor, R. J. O'Donnell, H. A. Cole and Trueman Rembusch at the convention banquet here Thursday night.

Zukor will be honored for his years of distinguished service to the industry, O'Donnell and Cole for their work on "Movietime, U.S.A.," and Rembusch for his contributions to exhibitors' information in the field of electronics.

NOW, AS ALWAYS, PARAMOUNT GREETS "ALLIED" WITH MONEY HITS!

William Wyler's production of Sidney Kingsley's

Detective Story

Personal Mention

NED E. DEPINET, RKO Pictures president, has returned here from the Coast.

•

JACK COHN, executive vice-president of Columbia Pictures; JOSEPH A. McCONVILLE of Columbia International, and SIGWART KUSIEL, Latin American supervisor for Columbia International, have been accorded honors by the government of Mexico.

•

BARNEY BALABAN, president of Paramount Pictures Corp., has received a scroll from the New York City Detectives' Endowment Association for the production "Detective Story."

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., and his assistant, BERNARD LEVY, will be in Los Angeles today and tomorrow.

•

ALFRED E. DAFF, director of world sales for Universal Pictures, returned here yesterday from England.

•

LEE KOKEN, RKO Theatres vending machine head, has left New York for Rochester and Syracuse.

•

SAMUEL GOLDWYN and MRS. GOLDWYN are scheduled to leave here for the Coast tomorrow.

•

GEORGE PAL, producer, will arrive here today from Chicago.

TV Set Production Off 21% in 9 Months

WASHINGTON, Oct. 29.—Radio and television set production dropped five and 21 per cent, respectively, in the first nine months of 1951 compared with the corresponding period of 1950, the Radio-Television Manufacturers Association reports.

Production of radio receivers in the January-September period totaled 10,077,478, against 10,638,800 in the same 1950 period. TV set output fell from 5,028,200 sets in the 1950 period to 3,970,857 in the first nine months of this year.

RTMA's estimates, which include production by members of the Association and non-members, showed a total of 5,133,033 home radios, 1,096,770 portables and 3,847,675 auto sets produced during the first nine months of 1951.

September production, covering a five-week period, was estimated at 337,341 TV sets and 1,100,246 radios. This compares with 843,800 TV sets and 1,335,500 radios manufactured in the same 1950 month.

Nasht to Work in London

Producer John Nasht has arrived in New York from the Coast with a completed shooting script on "The Widow," novel by Susan Yorke. Nasht will confer with his Eastern backers and set production plans for shooting the film in London starting Feb. 1. Bette Davis has agreed to star in "The Widow," for Meredith Productions.

N.Y. Grosses

(Continued from page 1)

bowed Friday at the Victoria. "The Blue Veil," which also bowed at the weekend at the Criterion, is expected to hit an excellent $40,000.

Continuing strong are such holdovers as "An American in Paris" at Radio City Music Hall where a neat $137,000 is seen for the fourth week. A sturdy $40,000 is forecast for the sixth week of "A Streetcar Named Desire" at the Warner. Doing quite well at the Paramount is "The Mob" which is expected to rack up $87,000 for its second week.

The opening stanza of "Anne of the Indies" at the Roxy, which features Bill Miller's Riviera Revue this week, is seen grossing a fair $58,000. A modest $23,000 is forecast for the second week of "Angels in the Outfield" at the Capitol, and a so-so $10,000 is forecast for the third week of "Texas Carnival" at Loew's State.

A sharp drop is expected to hit the second week of "The Desert Fox" at the Globe, bringing the terrific opening week figure of $55,000 down to only a satisfactory $35,000. Also dropping off in its 11th week is "David and Bathsheba" at the Rivoli where a fair $18,000 is forecast. "Here Comes the Groom" at the Astor is performing satisfactorily at the box-office, with a nice $15,000 seen for the sixth week.

On Nov. 6, "Detective Story" will bow in at the Mayfair, replacing "The Day the Earth Stood Still," which is expected to rack up a fair $12,000 in its sixth week.

"The Lavender Hill Mob" at the Fine Arts Theatre is packing them in for its second week, with a heavy $13,000 seen. Another excellent grosser is the "Red Badge of Courage" at the Trans-Lux 52nd Street, where $10,000 is slated for the second week. Among the long-time heavy grossers, "Tales of Hoffman" at the Bijou is forecast for a healthy $11,000 for its 30th week, while a very good $12,000 is seen for the eighth week of "The River" at the Paris. The 13th week of "Oliver Twist" at the Park Avenue is expected to hit a nice $5,600.

Tonight "The Browning Version" bows in at the Sutton, replacing "The Medium," which is expected to hit a tepid $3,700 in its eighth and final week. "Man in the Dinghy" will replace "Thunder on the Hill," now in its second week, at the Trans-Lux 60th Street tomorrow. "Thunder" is expected to bow out with a weak $3,500.

Mighty $51,000 for 2nd Week of Judy Garland at Palace

With an extra performance slated for this week, the RKO's Palace two-a-day vaudeville show here, headlining Judy Garland, is expected to hit a very big $51,000. The second week's gross outstrips the first week take of $47,500 because of an extra matinee in the current week.

Guild Reports Top Gross For Cornell TV Game

The biggest matinee gross in the history of the Embassy Guild Newsreel Theatre here was reported for last Saturday's theatre televising of the Cornell-Princeton football game. Reserved seat prices were $2.40, with Norman Elson, president of Guild Enterprises, Inc., reporting a sell-out for the 450-seater two days in advance.

'American' Grosses $6,480 in Joint Boston Opening

BOSTON, Oct. 29.—M-G-M's "An American in Paris" opened very well here last week at Loew's Orpheum and State theatres. The Orpheum grossed $4,100 and the State grossed $2,380.

NEWS in Brief . . .

HOLLYWOOD, Oct. 29.—The motion picture industry's campaign of the Permanent Charities Committee was launched today at all major studios with $752,908, or 55.70 per cent, already pledged towards the goal of $1,350,000, the industry's contribution this year to community-wide health and welfare service. In place of the individual drives for funds by these services, each studio once a year holds mass meetings of employees and executives at which talks are given by studio heads, and representatives of various industry groups.

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LONDON, Oct. 29.—Herbert Wilcox and Anna Neagle will leave here for New York Wednesday on the S. S. Queen Mary to arrange for the American release of their Florence Nightingale picture, "The Lady with A Lamp."

They will be joined there Nov. 8 by Michael Wilding, starred in the film with Miss Neagle, whose departure from here is delayed by his scheduled appearance at the Royal Film Performance at the Odeon, Leicester Square, on Nov. 5. Wilcox has acquired from David O. Selznick the rights to E. C. Bentley's "Trent's Last Case," and plans to start shooting next February with Wilding and Margaret Lockwood starring.

•

HOLLYWOOD, Oct. 29. — Marvin Schenck, vice-president of M-G-M, has been chosen by Robert J. O'Donnell, head of "Movietime U. S. A." nationally, as head recruiter for the November and December "Movietime" tours, replacing Sam Briskin, who will be absent from Hollywood for the next few months. The November tour is scheduled for the Salt Lake area, the December units will include Dixie, West Virginia, Pennsylvania, Albany and Buffalo.

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NORWALK, Conn., Oct. 29.—Mady Christians, 51, actress of the American and European theatre, died here yesterday of a cerebral hemorrhage in Norwalk Hospital. Born in Vienna of a theatrical family, she appeared in dozens of plays here and abroad. She also played in some 60 European films.

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HOLLYWOOD, Oct. 29.—Theatre Television Authority has been formed to secure rights to release and license television programs to theatres for exhibition, according to Kenneth Wright of Sacramento, who will outline the company's plans at a luncheon tomorrow.

Canadian Industry Faces Higher Taxes

Toronto, Oct. 29. — The Canadian film industry, like others in the Dominion, faces increased taxation in effect Jan. 1, to help defray the cost to the federal government for universal pensions to all persons 70 years of age and over.

Finance Minister D. C. Abbott announced that two-per cent increases would be made in income and corporation profit taxes, plus a new two-per cent sales tax.

Theatre Television For All Shea Houses

CLEVELAND, Oct. 29.—All houses of the Shea circuit will install large-screen television, it was disclosed here today by Andrew Shea, at the third of four regional company meetings being held in the field.

Presiding at the session, held at the Hotel Carlton, was operating head E. C. Grainger, who stressed individual managerial showmanship. Discussions centered on the general policy of selling product to the public, and coming holiday policies which will be tailored to individual situations. The meeting closed with a cocktail party for members, local branch managers and others serving Shea Theatres in this area.

Home office officials in addition to Grainger and A. Shea, were G. J. Shea, M. A. Shea, Andy Grainger, Frank King, C. J. Lawlor, R. E. Smith, and managers Clayton Gillam, Dover; Harold Snyder, New Philadelphia; Ray McNeilly, Geneva; Bob Limbaugh, Conneaut; Dale Tysinger, Ashtabula; Robert Rhodes, Akron; Jack Hinds, Youngstown. The final regional is slated for Pittsburgh.

NEW YORK THEATRES

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To the Music of GEORGE GERSHWIN
starring and introducing
GENE KELLY • LESLIE CARON
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

COLUMBIA PICTURES presents
THE MOB
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LES PAUL
MARY FORD
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

JERRY WALD and NORMAN KRASNA
Present
JANE WYMAN in
THE BLUE VEIL
CRITERION B'way & 45th St.

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169,385,880

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No three words ever meant so much to so many people...

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Acetate Film Is in General Use: Allied

The Allied board concluded yesterday at its meeting here that acetate or safety film is virtually in universal use. Although the distributors appear to act as though this were a "secret," Abram F. Myers, Allied board chairman, said, only reissues and a small number of available short subjects as well as trailers, are made of nitrate film. He said he understood that National Screen is presently in the process of converting to acetate for the production of trailers.

Review

"The Browning Version"

(J. Arthur Rank—Universal-International)

AN absorbing, exquisitely acted picture, "The Browning Version" was produced in England by Teddy Baird of the J. Arthur Rank Organization and brought to the U. S. by Universal-International. Its story deals with a school teacher's dawning realization that, although he has spent a lifetime instructing the young pupils of an English boys' school in the Latin and Greek classics, he has failed miserably in his calling. Moreover, he had carried his hated sarcastic pedagogy over into his private life with the result that his unhappy attractive wife, a woman of strong physical desires, took refuge in a secret love affair with a younger, handsomer teacher at the same school.

This picture had its world premiere last night at New York's Sutton Theatre, a house given to booking films intended for discriminating audiences. Theatre-goers of that caliber everywhere should find this adult and moving film version of Terence Rattigan's stage play gratifying entertainment from every standpoint. Michael Redgrave, as the pedantic teacher; Jean Kent, as his wife; Nigel Patrick, as "the other man"; Brian Smith, as a young pupil who can't help but feel sorry for Redgrave, and Wilfred Hyde White, as the headmaster, handle the principal roles with deep feeling and a distinct appreciation of the superior screenplay, which Rattigan wrote also. Anthony Asquith's direction is flawless.

Inherently a British drawing room drama, notwithstanding its setting amid stately school edifices and its occasional classroom shots and glimpses of cricket matches, the picture is one whose "action" is confined to exchanges of conversation. But in the dialogue, as well as the acting, are pathos, tension and insight into human nature. The picture's climax is marked by Patrick's coming to sympathize with Redgrave's unhappy condition. Ultimately, both men, recognizing the sinister quality of Miss Kent's nature, desert her. The top-notch supporting cast includes Bill Travers, Ronald Howard (son of the late Leslie Howard), Paul Medland, Ivan Samson and Josephine Middleton.

Running time, 90 minutes. Adult audience classification. For November release.

CHARES L. FRANKE

Autry Offers Allied Exploitation Ideas

Cowboy actor Gene Autry visited the Allied States Association directors during their pre-convention meeting here yesterday and contributed a number of ideas on exploitation, Abram F. Myers, Allied board chairman, reported.

Autry offered to correlate his future personal appearance tours with Allied meetings, Myers said.

2 TOA Meetings

(*Continued from page* 1)

appointment to the executive committee.

Items on the executive committee's agenda, as outlined by the chairman, will be: Discussion of plans for the TOA national convention in 1952; developments on arbitration; the theatre television hearings before the Federal Communications Commission; plans for the mid-winter meeting of the board of directors in Los Angeles; formalizing of plans for regional meetings in New York, Atlanta, Dallas, Chicago, Denver and Los Angeles.

Executive Committee members scheduled to attend are: Mitchell Wolfson, president, Miami; Charles P. Skouras, chairman of the board, Los Angeles; Walter Reade, Jr., New York; John Rowley, Dallas; J. J. O'Leary, Scranton; Max A. Connett, Newton, Miss.; Leonard H. Goldenson, New York; Nat M. Williams, Thomasville, Ga.; Herman M. Levy, New Haven; Morris Loewenstein, Oklahoma City; H. H. Everett, Charlotte; Myron Blank, Des Moines; Ted R. Gamble, Chicago; R. R. Livingston, Lincoln; Arthur H. Lockwood, Boston; Samuel Pinanski, Boston; Albert M. Pickus, Stratford, Conn.; Elmer C. Rhoden, Kansas City; Martin Mullin, Boston; Harold Fitzgerald, Milwaukee; Morton G. Thalhimer, Richmond; R. B. Wilby, Atlanta; McGee, Denver; Gael Sullivan, executive director, New York City, and, of course, Fabian.

The first regional meeting on Nov. 16 was initiated by Fabian. Exhibitors from the following states will be invited to attend: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Washington, D. C., Virginia, West Virginia, Maryland, Delaware and New Jersey.

"These regional meetings," Fabian declared, "can provide a real service for TOA at both the national and local level. There are many problems of taxation, censorship, arbitration, theatre television and trade practices that require the advice and recommendations of exhibitors large and small. These meetings can provide a real clearing house for these grievances and constructive suggestions.

"I am happy that the regional area kick-off meeting will be in New York because we are anxious to strengthen our relationships with production and distribution and have them understand more clearly some of the problems we face," said Fabian.

"These regional conferences can embrace any subject that the exhibitors desire to bring up, and that's why I want the agenda to be as flexible as possible, so that every exhibitor will have his say. In view of the fact that many exhibitors will be in New York for the Motion Picture Pioneers dinner, we should be able to have the benefit and counsel of many of our leaders from New England and the Eastern Seaboard.

"In this sampling of opinion from various exhibitors in the New York region, we believe that we shall create for national TOA a real treasury of information and suggestions to provide those aids that every sound national trade organization should be able to give its members."

Second Grievance Meeting To Be Held on Nov. 20

CHARLOTTE, Oct. 29. — The second Theatre Owners of America regional grievance meeting will be held on Nov. 20, it is now definitely determined. It will be held in conjunction with the convention of the Theatre Owners of North and South Carolina, which will open here on Nov. 18.

Clagett's Father Dies

WASHINGTON, Oct. 29. — Judge Brice Clagett of the Municipal Court of Appeals in Washington, father of Manning Clagett, associate director of information for the Motion Picture Association of America, died late last week at his home here at the age of 62. The widow survives.

Stars at Conventions

RKO Radio stars Margaret Sheridan and Mala Powers will attend the convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, in St. Louis, Nov. 5-6, and the Kansas-Missouri Theatre Owners Association in Kansas City on Nov. 7.

Demands Lower Age For 'Adults-Only'

CHICAGO, Oct. 29.—The 21-year age limit for admission to theatres showing "adults only" pictures was under fire here today, following publication of a letter in Val Lauder's *Daily News* "Keen Teens" column protesting the fact that teen-agers are asked to pay adult admission prices but often are barred from adult pictures. As a result of this and other protests, Alderman Robert E. Merriam has declared his intention of submitting a proposed downward revision of the over-21 limitation on adults-only pictures in the City Council. "I should think 18 would be the right age," he said. "My feelinsg are that if they are old enough to fight and get married—they are old enough to vote and get into the (adults-only) movies. I would be for two things," he continued; "I think the theatres should offer an intermediary price and I think the adult age should be lowered to 18."

Col. Dividend of 50 Cents on Common

Directors of Columbia Pictures yesterday declared a dividend of 50 cents on the company's common stock and voting trust certificates for common stock, payable on Nov. 28 to stockholders of record on Nov. 14.

There was also declared a two and one-half stock dividend on the common stock and voting trust certificates for common stock, payable in common stock on Dec. 28 to stockholders of record on Nov. 15.

'Carol' Premiere Nov. 28

Charles Dickens' "A Christmas Carol," in films, will have its American premiere at the Guild Theatre in New York's Rockefeller Center on Nov. 28, United Artists announces. Produced and directed by Brian Desmond Hurst, it was filmed in London.

20th's 1952 Program

(*Continued from page* 1)

Of the 18 pictures scheduled, seven have already been completed while four more are now before the cameras. The remaining seven will be placed in production during the next few months. The seven completed color films are:

"Kangaroo," "With a Song in My Heart," "Down Among the Sheltering Palms," "Red Skies of Montana," "Belles on Their Toes," "Cheaper By the Dozen," "Lydia Bailey," and "Wait Til' the Sun Shines, Nellie."

Now in production are: "The I Don't Care Girl," "The Girl Next Door," "Way of a Gaucho," and "Swamp Girl."

The remaining films on the color schedule are: "The Golden Serpent," "White Witch Doctor," "What Price Glory," Damon Runyon's "Blood Hounds of Broadway," "The Snows of Kilimanjaro," "The Stars and Stripes Forever," and "The Farmer Takes a Wife."

Sees SAG Talks on Freeman's Return

HOLLYWOOD, Oct. 29.—The resumption of the Screen Actor Guild's contract negotiations, with the major studios, interrupted by present IATSE difficulties, depends on the return to Hollywood of Frank Freeman, Assoation of Motion Picture Producers' board chairman, according to Buck Harris of SAG, who stated that his organization will resume dealings immediately upon Freeman's return, which is expected sometime this week.

Signs Show-Cause Order Against ELC

A show-cause order against Eagle Lion Classics, and its parent company, Pathe Industries, Inc., was granted by New York Supreme Court Judge Edward R. Koch yesterday in the suit for severance and vacation pay brought by District No. 65 of the Distributive, Processing and Office Workers of America.

Under the order, returnable next Monday, ELC must show cause why it should not be cited for not abiding by a court-appointed arbitrator's award in favor of former ELC employes.

ELC Franchise Suit

A bid to interrogate William C. MacMillen, Jr., Pathe president, and Kenneth M. Young, Pathe director, was filed here yesterday in Federal Court by George J. Gill, a Washington film distributor, in his suit charging a violation of his Washington franchise with Eagle Lion Classics.

Allied Meet

(Continued from page 1)

will be so large and representataive that it will be a fair cross-section of exhibitor opinion the country over, and that what the delegates decide will bear some weight," he told reporters.

Practice Reversed

The common practice in Allied has been for the board to make the decisions on difficult questions and give those decisions to the convention for formal ratification. At this convention, however, the practice will be completely reversed in that the regular delegates will decide on action and the directors will be asked to ratify. The board will convene again on Friday to act on convention decisions.

Other topics weighed by the board and slated for convention discussion are print shortages, the "Movietime U.S.A." campaign, "incentive selling" proposals, and the Council of Motion Picture Organizations.

Renewed Compo Membership

The board renewed Allied States' membership in COMPO for another year. "Allied wants COMPO to go on," Myers said.

The directors designated Chicago as the 1952 convention city, and placed Jack Kirsch, president of Illinois Allied, in charge of arrangements. Kirsch, will investigate and report on whether it will be possible to hold in conjunction with next year's convention a joint equipment exposition in which the Theatre Equipment Manufacturers Association and the Theatre Equipment Dealers Association would figure.

Colorado Springs was selected for the organization's spring board meeting. Definite dates will be set by John Wolfberg, head of the Rocky Mountain Theatre Owners, who will arrange to have the board meeting tie in with the regional's annual convention.

TV Discussed

Although the board was not called upon to take any action on television, the subject was discussed by the directors at great length, Myers reported.

There were some "gripes" among the board members over the conduct of the "Movietime" star tours, Myers said. He added, however, that the consensus was that the tours were effective for the most part, and represent "something we will want to do next year—better." The complaints which were voiced referred to failure of stars to appear after elaborate arrangements for parades and celebrations had been made. Myers named Texas and New England as localities where the star tours were highly successful.

The board passed resolutions memorializing the deaths of M. A. Rosenberg, former Allied States president, and Philip J. (Pete) Wood, former director.

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Open Allied Board Meet



Abram F. Myers, general counsel of national Allied, presides at the opening yesterday of the second day's meeting of the organization's board of directors at New York's Hotel Biltmore, prior to the opening today of the annual Allied convention. At the dais with Myers are, reading left to right, Stanley Kane, David Niles, Trueman Rembusch and Myers, with Jack Kirsch in the foreground. *Quigley Publications Photo*

U.K. Film Men

(Continued from page 1)

who were defeated at the polls were: George Elvin, head of the Association of Cine and Allied Technicians, a Labor candidate; John Diamond, theatre owner and Socialist candidate, and J. A. Richards, son of Randolph Richards, former president of the Cinematograph Exhibitors Association, Socialist candidate. All were running for seats in Parliament.

Peter Baker, son of Reginald Baker, president of the British Film Producers Association, a Conservative, was elected to Parliament.

Outside of a possible later examination of the entertainment tax rate, the new Parliament is expected to be too pre-occupied with world and broader national affairs to devote much attention to industry matters.

The first theatre telecast in Britain was held on election night in J. Arthur Rank's Odeon Theatre in the suburb of Penge. The theatre picked up the BBC election coverage and the public was admitted to the theatre free.

Reinstatement of E. Pa. Allied Studied

Action looking to the reinstatement of Eastern Pennsylvania Allied to membership in the national organization was initiated yesterday when Sidney E. Samuelson, head of the regional organization, attended the Allied States board meeting here and conferred with the finance committee, presumably on bringing the unit up to date on dues payments.

Samuelson's organization was suspended from membership last year by national Allied. Its reinstatement was discussed at an executive meeting of the board late yesterday and a decision is expected to be announced today.

Myers Scores

(Continued from page 1)

make it a really effective instrument to carry out its program."

Abram F. Myers, Allied board chairman and general counsel, yesterday termed "pitiful" the extent to which regional exhibitor organizations have not taken membership in COMPO. He said 16 of Allied's 19 regionals have applied for membership, and that the other three, Illinois, Ohio and Connecticut, are expected to do so before the Allied States convention, which will open today at the Biltmore Hotel here, adjourns on Thursday.

"Of all the many claimed regional associations in the U. S., in addition to Allied's 16 which have ratified, the only others to have done so as of Oct. 17," Myers said, "are the Virginia MPTA, Theatre Owners of North and South Carolina, MPTO of St. Louis, Eastern Missouri and Southern Illinois, MPTO of Arkansas, Tennessee and Mississippi, TOA of New Jersey, California Theatres Association, TOA of Oklahoma, Tennessee Theatre Owners, Inc., Kansas-Missouri Theatre Owners and one Pacific Coast Conference of Theatre Owners regional, namely, the Independent Theatre Owners of Montana." With the exception of the PCCITO unit, the others named are Theatre Owners of America regionals. Myers named nine TOA units; the organization claims more than 20.

"Allied wants COMPO to go on," Myers said. "This representation will not be by way of criticism, but by way of stirring someone into action to complete the organization."

Myers reported that Trueman T. Rembusch, Allied president, has been named to represent the organization on the COMPO nominating committee, which will meet soon to select new officers for the all-industry agency for the coming year.

Highlights of Allied Schedule

TODAY: 10 A.M., Registration and review of exhibits, 19th floor of Biltmore Hotel. 12:30 P.M., Convention luncheon, with presidents of the film companies as honor guests. 2 P.M., Open meeting, featuring presidential address and keynote speech. Evening, theatre parties.

WEDNESDAY, 10 A.M., Film Clinics. 12:30 P.M., Luncheon and fashion show for ladies at Toots Shor's Restaurant. 2 P.M., Open Forum business session with sales managers of distribution companies in attendance. Evening, open.

THURSDAY: 10 A.M., Film Clinics. 2 P.M., Closing business session and open forum. 7 P.M., Cocktail party. 8 P.M., Convention Banquet.

FRIDAY: Post-convention board meeting.

Theatre TV Unit

(Continued from page 1)

ski, has been appointed New England distributor of Theatre-View.

National distribution and sales will be set up through area theatre supply organizations, likewise servicing of the sets. Demonstrations will be held in all sectional areas following the Allied convention, it was announced.

SLEEPLESS NIGHTS?



GREAT! You're just the guy to stay up all night to count the dough when you play

UNIVERSAL-INTERNATIONAL'S
WEEK-END WITH FATHER
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The Crowds Are Back Thanks to 20th Century-Fox!

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 85 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 31, 1951 TEN CENTS

Allied Time, New York

By RED KANN

BILL McCRAW summed it up at the close of Allied's first luncheon-business session at the Biltmore Hotel here yesterday with: "I love the sweet peace that reigned here today. But wait until tomorrow." Meaning today, of course, when the general sales managers decorate the first straightaway business session and face questions about such assortments as film prices, competitive bidding, clearances and prints. It's apt to be hot.

But, while an occasional dart was thrown yesterday, practically every speech clear down the line stressed the tangible and intangible values of cooperation, the neighborly way of life and how grand it would be if every dissident viewpoint could be routed into a safe haven of sweet understanding.

•

The Allied men have their problems, as Abram F. Myers pointed out, but the undeniable fact is that attitudes are cheerier and the miseries less in evidence than, for instance, at last year's conclave in Pittsburgh. Since nothing is ever finally resolved in the film business, don't look for any milleniums this time. There won't be any.

•

Interesting quotation without benefit of definition: ". . . when and if the . . . business is again attacked . . . it will be defended by its own devoted members . . . and will not be compelled to rely on mealy-mouthed mercenaries rendered ineffective by outside attachments and ambitions"—*Myers.*

Quotation clearly aimed at the general area of TOA's midriff: "It is an easy escape from a difficult and embarrassing dilemma to say, as some exhibitor organizations do, that the price of film is purely a personal matter . . . between the distributor and exhibitor immediately concerned"—*Myers,* again.

Interesting table, far down the line and handy to an exit: *Bill Rodgers, Ben Kalmenson, Charlie Reagan, Eddie Saunders* . . . Best excuse not to attend an exhibitor convention *Wilbur Snaper* ever heard came from *Al Schwalberg,* who couldn't show because yesterday he married *Mrs. Carmel Myers Blum* . . . "I'm not one of the Warners who make

(*Continued on page 2*)

Coast Studios Hike Rentals to Meet Raises for Crafts

HOLLYWOOD, Oct. 30—Anticipating governmental approval of wage increases to IATSE workers and other craft unions, the managements of several studio rental lots have increased costs to independent producers, effective immediately. The added labor costs being assessed the producers is approximately 18½ per cent, which is to be kept in a reserve fund for disbursement to the workers after the contracts are approved by the Wage Stabilization Board.

Studios following this procedure are the Motion Picture Center; General Service Studios; RKO-Pathe; Hal Roach; Samuel Goldwyn, and Eagle Lion. Where producers hire and pay employees themselves, no change is anticipated.

Autry Today Filed Suit Vs. Republic

HOLLYWOOD, Oct. 30.—Gene Autry filed suit today in Federal Court here against Republic Pictures, seeking an injunction to restrain that studio from releasing pictures made by him to television.

Seeking the same results as those obtained by Roy Rogers in his suit against the same studio, Autry, through his attorney, Martin Gang, charges that Republic has no right to release Autry pictures for television on the grounds that so doing would be in restraint of trade under the

(*Continued on page 6*)

ALLIED, COMPANIES VOICE OPTIMISM

To Report to MPA On 'Movietime'

The success of the "Movietime U.S.A." campaign will be highlighted in a report to the board meeting today of the Motion Picture Association of America. Rendering the report will be Robert J. O'Donnell, national "Movietime" director, and Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations.

SAG Gives Lippert 90-Day Extension

HOLLYWOOD, Oct. 30.—The Screen Actors Guild has postponed for 90 days the cancellation of its contract with Robert L. Lippert, on condition that he and the members of the Independent Motion Picture Producers Association will not sell theatrical pictures for television use during this period.

This will allow time for continuing contract negotiations with the Association and to complete current negotiations with majors and pending negotiations with TV film producers.

The SAG board made clear it is not deviating from its policy of cancelling its contract with any producer

(*Continued on page 2*)

Unity Also Made Keynote Of Exhibitors' Meeting; Business Begins Today

By CHARLES L. FRANKE

A keynote of confidence and optimism in the industry's future, sounded by Abram F. Myers, Allied States board chairman, at the opening of Allied's convention yesterday at the Hotel Biltmore here, was echoed by top executives of major film companies, who were Allied's guests.

Myers also put to the convention a challenge to come up with the answers to some of the more bothersome problems in the area of trade practices, particularly competitive bidding, film prices and arbitration. In announcing the program for today, Wilbur Snaper, convention chairman, remarked that this would be the day the convention "really gets down to business."

The first day's session was confined to the luncheon-meeting. Invocations delivered by Francis Cardinal Spellman and Rev. Patrick Masterson, executive secretary of the National Legion of Decency, carried reminder of

(*Continued on page 3*)

E. Pa. Unit Weighs Allied Dues Offer

No action has been taken by the Allied States board of directors yet on the reinstatement of the Eastern Pennsylvania unit, suspended last year, despite a proposal by Sidney Samuelson covering payment of delinquent dues to the national organization, and a counter proposal by Allied's finance committee.

It was reported yesterday that Samuelson's proposal was rejected and that he now is considering the committee's proposal. The matter may go before the Allied board again at its meeting Friday morning.

Guard Against Government Interference, Myers Warns

The industry must always take special pains to guard itself against government "interference and regulation," Abram F. Myers, Allied States Association board chairman and general counsel, yesterday warned the opening session of the organization's 18th annual convention at the Hotel Biltmore here. "It must be of great satisfaction to all of you," he told the gathering of exhibitors and their guests, including top distribution executives, "that we meet here today as a free industry—free from government regulations. Let's keep it that way by exercising moderation in our dealings with one another."

If the industry maintains proper control of its own conduct, Myers declared, it will remain free. However, he admonished, "unsavory notoriety" such as some in the industry are wont to earn, "will lead to interference and regulation."

NOW, AS ALWAYS, PARAMOUNT GREETS "ALLIED" WITH MONEY HITS!

WHEN WORLDS COLLIDE

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NEWS in Brief . . .

WASHINGTON, Oct. 30.—The National Labor Relations Board has ordered elections within 30 days among the office clerical, secretarial and accounting help in three New York offices of 20th Century-Fox. The employes will vote whether they want to be represented by Local No. H-63 of the IATSE and or by District No. 65 of the Distributive, Processing and Office Workers, or by neither.

The three separate units are: the 20th Century-Fox Film-Movietonews home office; the 20th-Fox Film Exchange; and the 20th-Fox International office.

•

The home office "white collar" workers of RKO Service Corp., yesterday voted 123 to 20 to have IATSE Motion Picture Home Office Employes Local No. H-63 represent them in collective bargaining. The election, conducted by the National Labor Relations Board, was between H-63 and "no union."

•

BUFFALO, Oct. 30.—"A Streetcar Named Desire" and "An American in Paris" will open here Wednesday, both at advanced prices. Prices on "Streetcar" will be 74 cents until 1:00 P. M.; 90 cents, 1:00 P. M. to 5:00 P. M. and $1.20, 5:00 P. M. to closing. Children will be 50 cents at all times. On Sunday, prices will be 74 cents until 1:00 P. M. and $1.20 until closing. "American" top will be 90 cents.

Belgium Postpones Film Restrictions

Pending further study, the Belgian government has agreed to hold proposed restrictions on Hollywood film imports and U. S. film remittances in abeyance, according to word received here yesterday by the Motion Picture Association of America. The postponement came after a meeting in Brussels between Fayette Allport, European manager of MPAA, and Belgian government officials, it was learned here.

$1,000,000 from Italy Due U. S. Firms Shortly

Under the new Italo-American film agreement, American film companies this week are expected to receive about $1,000,000 remittable from earnings in the Italian market, the Motion Picture Association of America reports here. Main provisions of the accord calls upon the Italian government to unblock 50 per cent of American earnings and provides for loans to aid the Italian film industry.

Gualino Here

Meanwhile, it was learned that Dr. Renato Gualino, president of the Italian Producers Association, and head of Lux Films here, is expected to arrive in New York at the weekend to establish the Italian Film Export Corp., the organization to be set up to aid Italian films in the American market.

Personal Mention

WILBUR SNAPER, Allied States convention chairman, who observed a birthday yesterday, was presented with an individual cake at the convention luncheon in the Hotel Biltmore here yesterday.

•

WADSWORTH POHL, technical director of Techincolor, Inc., has returned here from England, and will stay for two weeks before returning to the Coast.

•

WILLIAM B. ZOELLNER, M-G-M short subject and newsreel sales head, arrived in Washington, D. C. from New York yesterday.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, has left New York for Milwaukee.

HARRY M. KALMINE, president and general manager of Warner Theatres, STEWART MCDONALD, treasurer, HARRY GOLDBERG, publicity-ad director, and NAT FELLMAN, film buyer, will return here from Philadelphia today.

•

E. J. MANNIX, M-G-M studio executive, left here yesterday for the Coast.

•

DAVID BUTLER, director, has arrived here from England, and will return to the Coast in a few days.

•

E. S. GREGG, vice-president and manager of the Westrex Corp., has left here for Hollywood.

•

GEORGE WELTNER, president of Paramount International, and his wife have returned here from Europe.

Buddy, Bonafield Promoted at W.B.

Edward C. Buddy has been promoted from the post of foreign editor of Warner Pathe News to executive assistant to Walter C. Ament, vice-president and general manager of the newsreel organization. Ament and Norman H. Moray, president of the Warner affiliate, and Ament made the announcement yesterday along with other promotions and new appointments. Several of the changes arise from a series of split-ups in duties.

Buddy previously was editor and general manager of Paramount's newsreel operations in Continental Europe, vice-president of Television Productions, Inc., editor of United Newsreel and European manager for America's wartime newsreel pool.

Harold H. Bonafield is promoted from managing editor to editor of Warner Pathe News. He entered the industry in 1927, joined Pathe in 1931, became chief film editor and was appointed managing editor in 1947. He succeeds Al Butterfield, who resigned several weeks ago.

Robert G. Youngson has been appointed editor of Warner's News Magazine. He has authored and directed several special short subjects for Warner, in addition to directing the Warner feature, "Fifty Years Before Your Eyes."

Leonard C. Hein, film editor, has been named managing editor of both Warner Pathe News and the News Magazine. Irene Cornell, associate editor of the News Magazine, has been promoted to the post of production manager. Martin J. Kendrick has joined the staff of the News Magazine as associate editor. Theodore T. Sharkey, contact man and an assistant news editor for Pathe News, has been appointed unit manager in the special productions division.

O'Brien Leaves Loew's

Charles F. O'Brien, director of industrial relations for Loew's, Inc., for the last six years, has resigned effective Friday.

US Counts 15,000 Film Industry Firms

WASHINGTON, Oct. 30. — There were 15,000 motion picture industry firms of all types in business at the end of March, 1951, the same number as at the end of 1950, the Department of Commerce reported here today.

The Commerce survey, which covers production, distribution and exhibition companies, showed that 300 new firms had entered the field during the first quarter of the year. This was balanced, however, by 300 firms going out of business, leaving the total at the same level as the previous three-month period.

Variety Party to Be Held Here Friday

A women's luncheon-card party, aimed at reactivating the women's auxiliary of the Variety Club of New York, will be held Friday in the newly-decorated Variety Clubroom at the Hotel Astor. Invited to attend are wives, daughters, sisters and other distaff relatives of Club members.

'Detective' Hits $16,000 on Coast

HOLLYWOOD, Oct. 30. — The first week's gross of "Detective Story" at the Fox-Wilshire, Beverly Hills, hit $16,000, outscoring such previous top grossers as "Call Me Mister," "Halls of Montezuma" and "On The Riviera" by some $4,000.

Allied Time

(*Continued from page* 1)

speeches, which is probably why I'm liked so well," said *Major Albert* . . . "Some say he has kept the atmosphere of the Western Cold Storage Co. for which he once worked," remarked *Trueman Rembusch* in his introduction of *Barney Balaban*. The president of Paramount enjoyed the crack. . . . "The only thing *Rembusch* left out in his biography of me was the fact I also once was a notary public," observed *Myers*.

Newsreel Parade

THE British elections and the resumption of the Korea cease-fire talks are among the top newsreel stories. Other items include Princess Elizabeth in Canada, the new A-bomb test, and sports. Complete contents follow:

MOVIETONE NEWS, No. 88—Korean cease-fire talks resume. U.S. air heroes return. UN veterans hailed in New York. New atomic bomb. Princess Elizabeth in Canada. Bus crash kills seven. Paris riots. Football flashes.

NEWS OF THE DAY, No. 218—U. S. explodes atom bomb. Churchill's victory. Korean truce talks resumed. UN heroes acclaimed here. Elizabeth and Philip in Canada. Football: Princeton vs. Cornell.

PARAMOUNT NEWS, No. 21—Britain: Churchill at the helm. India prepares for first general election. Resumption of cease-fire negotiations. Settle 70-year-old Ute Indian debt. Football is King.

TELENEWS DIGEST, No. 44-A—Churchill and Attlee. More British troops for the Middle East. Indo-China fighting. Royal tour in Canada. Motherly monkey in Germany. Princeton vs. Cornell.

UNIVERSAL NEWS, No. 504—North Atlantic Treaty Organization air exercises. British elections. President Truman dedicates Gompers Square. Hollywood helps fill blood bank. Football flashes.

WARNER PATHE NEWS, No. 23—Churchill's victory. Peace talks resumed. Korean veterans parade in New York. Italy sends Red Cross unit to UN Army. New U. S. jet bombers shown. NATA maneuvers in Germany. Football.

SAG Files Brief on Wages With SSB

WASHINGTON, Oct. 30.—A supplemental brief on film talent salary controls was filed today with the Salary Stabilization Board by the Screen Actors Guild, a Board official reported.

At the close of its hearings last week, the Board's special three-man talent panel gave witnesses the opportunity to submit additional material in support of their views. The SAG was the first to take advantage of the offer, the Salary Board official stated.

Schwalberg Weds Carmel Myers Here

A. W. Schwalberg, president of Paramount Pictures Distributing Corp., and Mrs. Carmel Myers Blum, the former Carmel Myers, star of stage and screen, were married here yesterday by County Judge Samuel Leibowitz in the judge's chambers.

Immediately following the wedding, the couple left for Florida where they will honeymoon on the yacht of Barney Balaban, Paramount president.

SAG Gives Lippert

(*Continued from page* 1)

who releases theatrical pictures to TV made after Aug. 1, 1948 without first arranging with the Guild for additional payment to actors who were in the picture.

No comment was immediately available from Lippert, but a spokesman for him said he was satisfied with the arrangement.

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Allied Meet Voices Optimism

(*Continued from page* 1)
the responsibility exhibitors bear in behalf of morality.

While optimism and confidence were primarily in evidence in Myer's address, he tempered this tone at several points, particularly when he examined closely some of the knottier trade practice anxieties. "I have detected," he said toward the end of his talk, "a current of unrest among the exhibitors and, in some quarters, a strong disposition to blame the distributors for saddling upon them an unfair share of the losses resulting from the box-office recession which, I hope and pray, is rapidly drawing to a close."

'Very Different Atmosphere'

And while reminding that "we meet here today in a very different atmosphere than that which prevailed last February when it was decided to stage this convention in New York City," he hastened to add that he did not mean by this that "we are altogether out of the woods. We still have a long hard row to hoe."

Then he declared: "In all matters of common interest and concern we appear here today as a united and aggressive industry—a fighting industry—no longer supine to the point of being contemptible. . . . If in the future the publisher of some slick magazine is prompted by the devil to portray this industry as laid out and ready for burial, let him first take note of the quickened spirit within it as exemplified by the 'Movietime' campaign, as well as the significance of this gathering, then let him proceed at his peril."

He reviewed for the convention Allied's vain attempts to alter the structure of competitive bidding, the urgings made upon Allied by distribution representatives to join in moves to establish an all-industry arbitration system, and the nature of the film pricing problem.

"Should Allied renew its negotiations with the film companies with a view to setting up a formal arbitration system?" Myers asked. "Should this be done regardless of the attitude of the film companies in regard to competitive bidding, or should the two continue to be linked together, the further action by Allied on arbitration being contingent upon a satisfactory solution of the bidding problem?" The convention, he said, should answer these questions.

Wants Film Rental Views

He said he wanted the exhibitors in the film clinics to record their experiences and views in regard to film rentals and report these to the convention proper. Today H. A. Cole, Ray Branch and Nate Yamins will conduct "clinics" for exhibitors in small towns, large towns and large cities, respectively. An open forum, featuring a panel of distribution sales managers, will follow in the afternoon as will addresses by M-G-M production head Dore Schary and Marc Wolff, Variety International chief barker. Additional "clinics" will be conducted tomorrow morning by Morris Finkel (key neighborhoods and sub-runs), O. F. Sullivan (outdoor theatres) and Jack Kirsch (circuit buyers and bidding).

Myers reminded that under the Allied constitution the acts of the convention are not binding on the board, "but the board is sensitive to the will of the exhibitors" and will meet on Friday to weigh convention resolutions.

Myers hoped the convention "will lead to a better understanding and more friendly relations among all branches of the industry." Hope for increasing industry unity also was voiced by the company heads present.

The luncheon, for which Coca-Cola was host, was opened by Wilbur Snaper who, before he turned the meeting over to Allied president Trueman T. Rembusch, announced that registration figures indicated the convention to be the largest gathering of independent exhibitors in the history of the industry. Snaper is convention chairman and head of New Jersey Allied.

Rembusch introduced the guest speakers. The essence of their remarks was as follows:

Herman Robbins, president of National Screen: The areas of conflict in the industry are narrowing continually. NSS's contributions to "Movietime" represent "labors of love."

Barney Balaban, president of Paramount Pictures: "Regardless of somewhat more favorable economic conditions, and despite a slackening in the public absorption with television, you would not be experiencing better business today if you were not getting top boxoffice pictures."

Nate J. Blumberg, president of Universal-International: "Business is better, pictures are better and most important of all we are working better. We should now face the future, not as individuals but as an industry that well knows how to take care of itself."

Steve Broidy, president of Monogram-Allied Artists: "Monogram has survived alone by sheer determination. . . . Meet us half-way and we'll help you to greater returns."

Jack Cohn, executive vice-president of Columbia: The Foundation of the Picture Pioneers (which he heads) will soon, we hope, be able to assist all in the industry who need assistance.

Arthur B. Krim, president of United Artists: United Artists' new management undertook its task when the industry was "singing the blues." More than anybody else in the industry the exhibitors are our partners and we are yours. We have come upon a sound footing "because most exhibitors in the country cooperated."

Ned E. Depinet, president of RKO Pictures and the Council of Motion Picture Organizations: "If every exhibitor would support COMPO, both by personal service and his small financial contribution to be matched by the distributors, COMPO would be assured of success and could then expand its constructive work in public relations, boxoffice promotion, discriminatory legislation, and other objectives for which it was created."

Albert Warner, vice-president of Warner Brothers: "Hollywood will come through with its share" toward industry betterment. Warners will do everything in its power to play its part in the future of the industry."

Al Lichtman, 20th Century-Fox distribution chief: "Speaking for 20th Century-Fox, and for myself I say without any reservation that we are ready to meet with you and work with you at all times for the best interests of the motion picture industry as a whole." (Lichtman represented Spyros P. Skouras, company president, who is abroad on business).

William McCraw, Variety International liaison: The motion picture industry has contributed more to American life than any other industry. "It needs no defense—it needs only advocates."

Herbert J. Yates, president of Republic, was unable to attend the convention due to an attack of bronchitis. He sent the convention a message, however, stating that he planned to attend the annual banquet Thursday evening.

$3,750 Theatre TV Unit Bows Nov. 12

The new $3,750 theatre television system, designed for less than 1,500-seat houses and produced by Theatre-View Television Corp., will be unveiled Nov. 12 at the Rex Theatre, East Rutherford, N. J., a company spokesman disclosed yesterday. Another demonstration will be held in Boston at about the same time, it was added.

Hitch in Delivery

The postponement was due to a last-minute hitch in the delivery of a projector unit which was supposed to have been ready in time for the scheduled demonstration at the current Allied trade show at the Biltmore Hotel.

On Dais at Allied Luncheon for Company Heads



Quigley Publications Photo

Reading from left to right: Jack Cohn, Ned Depinet, Barney Balaban, Albert Warner, Herman Robbins, William McCraw, Marc Wolff, Steve Broidy, Arthur Krim, Nate Blumberg, Trueman Rembusch.

TO THE EXHIBITORS OF AMERICA

from the Chicago Meeting of
the Friendly Company

Thanks for your loyal support and your confidence.

Thanks for your encouragement that inspires us to create for you attractions of the magnitude that makes M-G-M symbol of the Biggest.

Thanks for the showmanly effort, skill and enthusiasm with which you have assisted us in the promotion of our product.

Thanks because all of these are wrapped in the precious bond of friendship.

HIGHLIGHTS

of the Meeting Oct. 22-24
of M-G-M Representatives
in Chicago

"QUO VADIS" *(Technicolor)*

Giant promotion plans blanket the nation. Display of showmanship materials, ad campaigns; massive accessory arsenal; tremendous exploitation tie-ups.

"AN AMERICAN IN PARIS" *(Technicolor)*

Thrilling report: Boston (*2 theatres*) best in 5 years. Providence, Syracuse, Akron, Pittsburgh best in 5 years except "Battleground." Frisco, New Orleans, Evansville top "Battleground." 5th week Frisco and Cleveland. Tops "Show Boat" nationally by 15%.

"ACROSS THE WIDE MISSOURI" *(Technicolor)*

Reports of outstanding business everywhere for this truly gigantic Technicolor outdoor adventure drama.

"CALLAWAY WENT THATAWAY"

Trade Shows Nov. 8 will acquaint industry with M-G-M's sensational comedy that will delight the nation in its gala Christmas-New Year's engagements.

"WESTWARD THE WOMEN"

Announcement of unprecedented advertising campaign. Long-range national saturation to launch another M-G-M Big One, a showmanship Giant.

GREAT PRODUCTION NEWS!

The product announcement confirmed this forecast in Hollywood Reporter: "The high confidence of M-G-M and their bankers in the sound outlook for motion pictures is demonstrated by their all-time record investment." Among just a few of the Big Ones discussed were "The Wild North" (*Ansco Color*), "Ivanhoe" (*Tech.*), "Belle of New York" (*Tech.*), "Singin' In The Rain" (*Tech.*), "The Merry Widow" (*Tech.*), "Scaramouche" (*Tech.*), "Lovely To Look At" (*Tech.*), "Skirts Ahoy" (*Tech.*), "The Student Prince" (*Tech.*) and many more

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS
of
"JUNGLE OF CHANG"

ALBANY
Fox Scr. Rm. Mon. 11/5 8:00 P.M.
1052 B'way

ATLANTA
RKO Scr. Rm. Mon. 11/5 10:30 A.M.
195 Luckie St., N.W.

BOSTON
RKO Scr. Rm. Mon. 11/5 2:30 P.M.
122-28 Arlington St.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl St. Mon. 11/5 2:00 P.M.

CHARLOTTE
Fox Scr. Rm. Mon. 11/5 2:00 P.M.
308 S. Church St.

CHICAGO
RKO Scr. Rm. Mon. 11/5 2:00 P.M.
1300 S. Wabash Ave.

CINCINNATI
RKO Scr. Rm. Tues. 11/6 8:00 P.M.
12 E. 6th St.

CLEVELAND
Fox Scr. Rm. Mon. 11/5 10:30 A.M.
2219 Payne Ave.

DALLAS
Fox Scr. Rm. Mon. 11/5 10:30 A.M.
412 S. Harwood St.

DENVER
Para. Scr. Rm. Mon. 11/5 2:00 P.M.
2100 Stout St.

DES MOINES
Fox Scr. Rm. Mon. 11/5 10:30 A.M.
1300 High St.

DETROIT
Blumenthals Scr. Rm.
2310 Cass Ave. Mon. 11/5 2:30 P.M.

INDIANAPOLIS
Univ. Scr. Rm. Mon. 11/5 10:00 A.M.
517 N. Illinois St.

KANSAS CITY
Para. Scr. Rm. Mon. 11/5 2:30 P.M.
1800 Wyandotte St.

LOS ANGELES
RKO Scr. Rm. Mon. 11/5 10:30 A.M.
1980 S. Vermont Ave.

MEMPHIS
Fox Scr. Rm. Mon. 11/5 12:15 P.M.
151 Vance Ave.

MILWAUKEE
Warner Screen
Room Mon. 11/5 10:30 A.M.
212 W. Wisconsin Ave.

MINNEAPOLIS
Para. Scr. Rm. Wed. 11/7 1:30 P.M.
1201 Currie Ave.

NEW HAVEN
Fox Scr. Rm. Mon. 11/5 2:00 P.M.
40 Whiting St.

NEW ORLEANS
Fox Scr. Rm. Mon. 11/5 2:30 P.M.
200 S. Liberty St.

NEW YORK
RKO Scr. Rm. Mon. 11/5 3:30 P.M.
630 Ninth Ave.

OKLAHOMA
Fox Scr. Rm. Mon. 11/5 2:30 P.M.
10 North Lee St.

OMAHA
Fox Scr. Rm. Mon. 11/5 10:30 A.M.
1502 Davenport St.

PHILADELPHIA
RKO Scr. Rm. Mon. 11/5 2:30 P.M.
250 N. 13th St.

PITTSBURGH
RKO Scr. Rm. Mon. 11/5 2:00 P.M.
1809-13 Blvd. of Allies

PORTLAND
Star Scr. Rm. Mon. 11/5 10:00 A.M.
925 N.W. 19th Ave.

ST. LOUIS
RKO Scr. Rm. Wed. 11/7 11:30 A.M.
3143 Olive St.

SALT LAKE CITY
Fox Scr. Rm. Mon. 11/5 1:30 P.M.
216 E. 1st St. S.

SAN FRANCISCO
RKO Scr. Rm. Mon. 11/5 2:00 P.M.
251 Hyde St.

SEATTLE
Jewel Box Scr. Rm.
2318 2nd Ave. Mon. 11/5 2:00 P.M.

SIOUX FALLS
Hollyw'd Thea. Mon. 11/5 9:00 A.M.
212 N. Philips Ave.

WASHINGTON
Film Center
Screen Room Mon. 11/5 10:30 A.M.
932 New Jersey Ave.

Television--Radio

Comment and Opinion

THE season is already well under way, but quite a few new shows keep popping up on radio and television. Many bear the mark of sponsor enthusiasm in terms of production values and talent appeal, but the majority suffer from lack of a fresh, new approach.

This has been true of radio for a long time, but it need not apply to television. The medium is too young to become hidebound by tradition, and too old not to be interested in experimentation.

Unless television programming is made more imaginative and more independent from radio thinking, it will begin to lose the vast audience it has built up. Repetition and imitation can be deadly on TV. And that's true for TV advertising, too.

▶ One outstanding exception among the season's newcomers is "The Celanese Theatre" (alternate Wednesdays, ABC-TV) which goes on again tonight. In its short career, the one-hour dramatic show has carved out for itself a niche of unusual distinction. *It ranks easily among the best programs of its kind on the air.*



Alex Segal

The series started with "Ah Wilderness" and continued with "Susan and God." Tonight's offering is "Winterset." Credit for doing such an impressive job goes to Alex Segal, producer-director. He keeps the presentation crisp and unaffected, concerned only with telling the story as it would be told on the stage. The atmosphere is one of the theatre, and the acting on the show is always top-rate.

The commercials fit in well with the spirit of the program which suffers from the need to compress plays into a one-hour segment. Burke Crotty is executive producer for Celanese. Ellington and Co. is the agency.

In a very different vein, Fred Allen staged a welcome return to television Sunday night on NBC-TV's new Chesterfield "Sound Off Time." The comedian got in some sharp jibes at television and in his relaxed way earned many a hearty laugh. The show had some rough edges, but was well staged and novel in offering sketches based on short stories written by several well-known humorists. Dick Stark, the announcer, is one of the most capable on TV. A lot of products got incidental plugs.

▶ The Schlitz Television Playhouse, despite a somewhat uneven quality, is rapidly developing into an important dramatic show. As seen last Friday over CBS-TV, Margaret Sullavan put on a great performance in Noel Coward's "Still Life" (better known as the film, "Brief Encounter") . . . More films for TV. Nat S. Jerome Associates have announced plans for 20 half-hour television film shows to star comedian Eddie Hall.

▶ **Production of television receivers is down some 21 per cent during the first nine months of 1951 when compared with 1950, the Radio and Television Manufacturers Association reports. This year, the manufacturers turned out 3,970,857 sets as against 5,028,000 during the first nine months of 1950. The drop is something TV program executives cannot ignore. It also reflects the uncertainties brought on by the various color TV demonstrations.**

▶ The final word on that color question has now been spoken, with Defense Mobilizer Wilson explaining his stand. Color TV development is to continue within laboratory limits. Apparently there is nothing to prevent theatres from bringing large-screen color broadcasts to their patrons, thus beating color in the home by a wide margin. —FRED HIFT

Autry Suit

(*Continued from page* 1)

Sherman Anti-Trust Act, and that the use of Autry films on TV would be a violation of the Lanam Act.

Violates Loan-out Clause

It is further contended that the showing of 1935 Autry pictures in effect is perpetrating a fraud on the public, and finally, that showing of Autry pictures on television is a violation of the loan-out clause in his contract. Principally, the restraining order is sought to avoid the use of Autry films for commercial or sustaining telecast purposes. No damages are sought.

NAUSEATED



BY THE SIGHT OF MONEY?
Then for gosh sakes don't play

UNIVERSAL-INTERNATIONAL'S
WEEK-END WITH FATHER
The Week End that Shook the World ...with LAUGHTER!

INDEPENDENT FILM EXCHANGE
equipped to distribute new American and foreign films, in New York metropolitan area, as well as on a national basis.
Call or write
Jack Bellman, Realart Film Exchange, 630 9th Avenue, New York City. Telephone Circle 6-1717.

RKO RADIO PICTURES, Inc.
NEW YORK
TRADE SHOWING
of
"DOUBLE DYNAMITE"
PARIS THEATRE
4 West 58th St., New York, N. Y.
FRI., NOV. 2, at 10:30 A.M.



BE THERE WHEN THESE THREE TALK *

Because the sensational exposés of organized crime in America which electrified the nation were only a rehearsal for the shocking revelations you'll see in *the picture that begins where the Senate Crime Committee left off...*

HOWARD HUGHES presents

THE RACKET

starring

ROBERT MITCHUM · LIZABETH SCOTT · ROBERT RYAN

an EDMUND GRAINGER production · Directed by JOHN CROMWELL · Screen play by WILLIAM WISTER HAINES and W. R. BURNETT

RKO RADIO PICTURES

BIG, WIDE, DEEP NAT'L AD. ACTION!

Full pages in the big Detective, Westerns, Sports Magazines; in Sat. Eve. Post, Collier's, Look, Esquire, fan magazines . . . Big space in American Weekly, Parade and other Sunday Magazines . . . to a TOTAL CIRCULATION OF 36,479,512.

* When you see "THE RACKET" you'll know what their *real names are!*

CLEAR THE WAY FOR THOSE IRON-NERVED YANKS IN TANKS WHO SAVED THE DAY!



"THE TANKS ARE COMING"

NEXT WEEK FROM WARNER BROS.!!!

"THE TANKS ARE COMING"

Starring

STEVE COCHRAN

PHILIP CAREY

MARI ALDON

Screen Play by
ROBERT HARDY ANDREWS

Directed by
LEWIS SEILER

Produced by
BRYAN FOY

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 86 NEW YORK, U. S. A., THURSDAY, NOVEMBER 1, 1951 TEN CENTS

Trade Practices Scored At Allied's Convention

Allied Hears Production's Credo, Trials

Schary Urges Faith in Other Man's Abilities

The problems of Hollywood producers are at least equal to those of the nation's exhibitors, Dore Schary, vice-president of Loew's in charge of production, told the Allied States convention here yesterday. And he told them why.



Dore Schary

Schary at the same time expressed his faith in the industry and pointed out to his audience that it is shared by all who have cast their lot with it, in production, distribution and exhibition.

Born only 50 years ago, he pointed

(Continued on page 5)

See 'U' '51 Profit Of $5,000,000

Industry sources estimate Universal's profit for the fiscal year ending this week at a minimum of $5,000,000. The company's official report is not due for another two months.

Daff Asks UK to Adopt 'Movietime'

A proposal that the British film industry adopt an industry-wide promotional campaign similar to "Movietime U.S.A." has been made by Alfred E. Daff, director of world sales for Universal, it was disclosed here yesterday.

The disclosure came in conjunction with the announcement that Daff is definitely planning another visit to London within a week or two to attend the forthcoming convention of J. Arthur Rank's Circuit Managers

(Continued on page 10)

Sales Heads of 7 Companies Face Barrage Of Questions on Film Rentals, Advanced Scales, Profits, Bidding, Other 'Hot' Issues

By CHARLES L. FRANKE

The sales chiefs of seven distribution companies yesterday faced the Allied States annual convention at the Biltmore Hotel here and met questions with answers on many of the trade practice problems uppermost in exhibitors' minds.

Those who participated in the open forum were Robert Mochrie, RKO Pictures; William F. Rodgers, Loew's-M-G-M; A. Montague, Columbia; Alfred Daff, Universal-International; Charles Feldman, U-I; William Gehring, 20th-Fox; Morey Goldstein, Monogram, and Bernard Kranze, assistant to William J. Heineman, United Artists distribution vice-president.

The topics included film prices, pre-release policy, advanced scales, general sales policies, competitive bidding, print shortages, distribution and theatre profits and other

(Continued on page 4)

Ampa Luncheon for O'Donnell Today

An industry tribute to Robert J. O'Donnell for his work as national "Movietime U. S. A." director and to other industry executives who aided him in the campaign will be paid today by Ned E. Depinet, president of RKO Pictures, at a luncheon of the Associated Motion Picture Advertisers, to be held in New York's Hotel Piccadilly.

Scheduled to join O'Donnell on the

(Continued on page 10)

Picker to London On 1st U. A. Survey

Arnold M. Picker, new United Artists vice-president in charge of foreign distribution, left here for London yesterday for a two and one-half weeks' visit at the company's offices there. While abroad, it is expected he will confer with Louis Lober, Continental European manager for U.A., on the appointment of the latter as assistant foreign manager.

Picker was released from a contract

(Continued on page 10)

Retain Fly, Welch For FCC Hearings

James L. Fly, former chairman of the Federal Communications Commission, and Vincent B. Welch have been retained as counsel to represent the Motion Picture Association of America in its application for TV channels

(Continued on page 10)

Schenck Urges Allied to Match New Picture Quality With Selling Effort

The great progress being made by Hollywood in improving picture quality was cited by Nicholas M. Schenck, president of Loew's-MGM, in a brief address to the Allied States convention at the Biltmore Hotel here yesterday.



Nicholas Schenck

Schenck had been prevented from attending the convention luncheon for company presidents Tuesday and made yesterday's session the occasion for one of his infrequent appearances at industry affairs of the kind. He reminded the exhibitors that, with the improvement in quality of pictures, their responsibility for merchandising and presenting them properly "so that you and we may be assured of our proper returns," is increased.

Schenck was introduced by Trueman Rembusch, Allied president, as originator of the saying, "There is nothing wrong with our business that good pictures cannot cure."

"You stole my speech," Schenck told Rembusch. "Much as I dislike to make long-range predictions, I can still say there is nothing the matter with our business that good pictures cannot cure. Our pictures, and those of other companies, are better. That should be encouragement for all."

Pre-Release Policy Set for 'Quo Vadis'

"Quo Vadis" will be pre-released wherever we think it will do the most good for the whole industry," William F. Rodgers, Loew's vice-president in charge of distribution, told the Allied States convention yesterday. Since the discussion at the time centered on advanced admission prices for pre-release engagements, it was assumed Rodgers was putting exhibitors on notice that the same policy will apply to "Quo Vadis."

"We will tell you what the policy is through the trade press soon," Rodgers said. "I don't want to tell you now because this meeting has been pretty quiet up to this point."

NOW, AS ALWAYS, PARAMOUNT GREETS "ALLIED" WITH MONEY HITS!

SUBMARINE COMMAND

Submarine "Tiger Shark" In Action Off Korea

Brewer Reelected Coast Union Head

Hollywood, Oct. 31.—Roy M. Brewer was unanimously re-elected president of the Hollywood AFL Film Council at the annual election meeting. Others reelected are Ralph Clare, vice-president; Lew C. Helm, secretary - treasurer; and John J. Lyons, recording secretary. Elected to the board of trustees were Pat Somerset, James Noblitt and Edward Hill.

3 Promotions on WB's Foreign Staff

Three promotions of personnel and one appointment in Warner Brothers' international division were disclosed here yesterday, involving Berry Greenberg, John Jones, Leo Green and Richard Spierman.

Greenberg, formerly Warner manager in Puerto Rico, has been transferred to New York as home-office sales representative. Jones, former Warner manager in Mexico, has been named manager in Puerto Rico. Armando Trucios, Pacific division manager, is currently acting head of Warner operations in Mexico. Green, former manager in Trinidad, has been promoted to manager in Panama, replacing Jack Scribner, resigned. Spierman, who formerly worked for Warner in the Far East, re-joins the company as manager in Trinidad.

Toddy Acquires Ten Pine-Thomas Films

ATLANTA, Oct. 31.—Toddy Pictures Co. has closed a contract for exclusive distribution to all Southern States for 10 former Paramount releases produced by William Pine and William Thomas. Contracts were signed in New York by Ted Toddy with Jules Weill, representing Specialty Pictures Corp. who are handling national re-release of the Pine-Thomas Paramount pictures. Toddy will release these productions in Atlanta, Charlotte, New Orleans and Memphis territories. The ten films are: "Shaggy," "Caged Fury," "Fear in the Night," "Swamp Fire," "Follow That Woman," "Dangerous Passage," "Take It Big," "Tornada," "Wrecking Crew" and "Wildcat."

20th Sending Six to 'Golden Girl' Opening

SAN FRANCISCO, Oct. 31.—Six Hollywood personalities are to attend the world premiere of 20th Century-Fox's musical, "Golden Girl" at the Fox Theatre here on Nov. 8.

The contingent, led by producer George Jessel, will arrive here on Nov. 7 for a 24-hour round of activities. Both Mitzi Gaynor and Dennis Day, stars of the film, will be present, in addition to William Lundigan, Debra Paget and Louis Jourdan.

Personal Mention

STEVE BROIDY, Monogram-Allied Artists president, left New York yesterday for the Coast, following a business trip to Europe and a brief stay here.

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GEORGE WELTNER, president of Paramount International, and MRS. WELTNER, have left New York for Europe. It was erroneously stated here yesterday that they had returned from abroad.

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T. T. SEAH, production supervisor of Malayan Arts Productions, Singapore, has sailed for London from here and will spend a month there before returning to Singapore.

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IRVING HELFONT, home office aide to GEORGE A. HICKEY, M-G-M Western sales manager, has arrived here from the Coast.

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B. C. (BEN) BROWN, owner of the Temple and Vernon theatres at Viroqua, Wis., has started his 60th year in the motion picture business.

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MORRIS LEONARD, Balaban and Katz legal head, is in Presbyterian Hospital in Chicago.

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P. T. DANA, Universal sales manager, returned to New York last night from Cleveland.

OSCAR MORGAN, general sales manager for Paramount short subjects and newsreel, will return here today from Washington.

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GORDON CAMPBELL, RKO booker in the Cleveland exchange, has been promoted to salesman in the Detroit exchange, succeeding STANLEY DUDELSON, who has resigned.

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LLOYD LIND, Monogram's supervisor of exchange operations and MRS. LIND, announce the birth of twin daughters, PEGGY and PAMELA.

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JOHN P. BYRNE, M-G-M-'s Eastern sales manager, has returned to his office here from a vacation in the Poconos.

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NICHOLAS NAYFACK, producer, and ART COHN, writer, have returned to Hollywood from New Orleans.

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JOHN and ROY BOULTING, London producers, will return home from here on Nov. 8.

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JOE REDDY, Walt Disney studio publicity director, is in New York from the Coast.

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STEPHEN PALLOS, producer, will leave here for Hollywood tomorrow.

National Monogram Week Feb. 10-16

The week of Feb. 10-16 has been designated as "National Monogram Week" by Morey Goldstein, sales vice-president.

"A Monogram subject on every screen in the nation" is the goal and the slogan of the drive. Particular sales emphasis will be placed on the greatly expanded Monogram and Allied Artists Cinecolor product, which the two companies will turn out at the rate of one a month during the year.

K-B Opens Its 7th Capital Theatre

WASHINGTON, Oct. 31.—Faye Emerson and her husband, Skitch Henderson, along with Horace MacMahon, will provide star interest for tomorrow's opening of the first-run Ontario Theatre, the K-B circuit's seventh Washington neighborhood house.

The Ontario seats 1,400 and cost almost $600,000 to build. Paramount's "Rhubarb" is the first feature attraction and it will be held for a three-week run.

420 'Streetcar' Dates

To date, some 420 special engagements have been set for "A Streetcar Named Desire" during November, Warner Brothers home office reported here yesterday.

Tilt Prices for Baker

CHICAGO, Oct. 31.—The Chicago Theatre will charge a top admission price of $1.25 for the engagement of Josephine Baker, which starts on Friday. Regular top scale is 98 cents.

Durante Sues Over 'That's My Boy'

A suit challenging the title rights of "That's My Boy," Paramount Pictures' Dean Martin-Jerry Lewis starrer, was filed here yesterday in New York Supreme Court by Jimmy Durante.

Durante, in his suit seeking an injunction, damages, and an accounting of profits, plus $350,000 damages to the Jimmy Durante Music Co., claimed that the title belongs to him by reason of his usage since 1943. He also claimed that the title acquired a secondary meaning in a film which he did for Universal-International's "The Milkman," in which he said he had used a song bearing that title and had employed the expression in the picture.

Named as defendants besides Paramount Pictures, were United Paramount Theatres, Hal Wallis, Joseph Hazen, Si Howard, Dean Martin and Jerry Lewis.

Paramount officials were not available yesterday for comment on the Durante suit.

Alan Cummings' Father

Alan F. Cummings, in charge of M-G-M exchange operations, returned here from Boston yesterday following the funeral of his father, J. M. Cummings, for many years in the employ of the company.

Awards at Pantages

HOLLYWOOD, Oct. 31. — The 24th Academy Awards presentation again wil be at the Pantages Theatre here on March 20, Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, announced.

4 UPT Houses to Show Ill.-Mich. Football Telecast

Four United Paramount Theatres in the Midwest are expected to join the Commonwealth Theatres' Ashland, in Kansas City, in a large-screen telecast of this Saturday's Illinois-Michigan football game.

Chicago's three TV-equipped UPT houses, the Marbro, Tivoli and Uptown, in addition to UPT's Paramount in Hammond, Ind., are reported slated to carry the game.

While Theatre Network Television here reports that this Saturday's telecast in the Ashland will mark the first theatre television in Kansas City and the opening of the Ashland Theatre's recently installed RCA direct projection theatre TV system. The Ashland theatre telecast of the Illinois-Michigan game, looming as the game of the week in the Midwest, will be exclusive in Kansas City.

Under the National Collegiate Athletic Association restricted TV schedule, the game will be available on 16 stations in the East and Southeast.

Thorpe, Kastner, Kusiel Named 'VP's'

Four new officers were elected here yesterday by the board of directors of Columbia International, all filling vacancies in the company. Joseph A. McConville is president of the Columbia Pictures subsidiary.

Elected vice-presidents were: Max Thorpe, managing director in Great Britain; Sig Kusiel, home office executive and supervisor for Latin-America, and Lacy W. Kastner, managing director for Europe and the Near East. Bernard E. Zeeman was elected treasurer.

John Mock in Dual Wallis-Para. Post

John Mock, story editor for Hal Wallis, will, after Feb. 1, serve as story editor for both Wallis and Paramount Pictures. Bernard Smith, who is now story editor for Paramount, will become a Paramount producer.

Will Rogers Drive Officially Underway

The 1951 "Christmas Salute" of the Variety Clubs-Will Rogers Memorial Hospital, which officially opens today, is already well under way, according to R. J. O'Donnell, president and A. Montague, vice-president of the hospital. The fund is seeking $250,000 from all branches of the amusement industry during this month and December.

Paramount Club Dance

Paramount Pictures Club will hold its annual dinner-dance tomorrow at the Hotel Commodore here. Albert Deane is club president.

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OOKING FORWARD...GOING FORWARD...WITH WARNER BROS.

LOOKING FORWARD TO

"DISTANT DRUMS"

COLOR BY TECHNICOLOR



It's for New Year's! Florida's Everglades jungle-land of 1840 is its locale. And here it was filmed, in places where cameras never penetrated before. Technicolor records all the trackless terror of its bottomless quicksands and man-devouring wild-life to re-create the steaming battlefield of Captain Quincy Wyatt and his swamp-fighters of the savage Seminole Indian War. The role for Gary Cooper! Star-to-be Mari Aldon is the captive beauty.

A United States Pictures production presented by Warner Bros.

It's 'Movietime U.S.A.'—Now and Every Day

Allied Meet on Trade Practices

(Continued from page 1)

trade subjects, all of which had been discussed first privately by the Allied members in three separate "film clinics" which 220 exhibitors attended during the morning.

In a summing up of the open forum session at its conclusion, Allied's Nathan Yamins of Pall River, Mass., declared that every one of the 220 had complaints against sales practices of one kind or another, and admonished that appeals for industry unity from the heads of film companies will not be answered so long as exhibitors "are treated unfairly."

"If the sales managers think only a few exhibitors have complaints and criticisms just because a small number of Allied members spoke at the forum, they are mistaken," Yamins said.

Rembusch Forum Chairman

Trueman T. Rembusch, Allied president, who served as forum chairman, called attention to the absence of Ben Kalmenson, Warner Brothers distribution chief, who had been invited to join in the sales managers panel. He said Kalmenson had been "on the fence" for some time, and apparently had decided not to accept the invitation.

Rembusch noted also the absence of Alfred W. Schwalberg, Paramount distribution vice-president, who was married on Tuesday and was honeymooning in Florida. The Allied president conceded that Schwalberg had a good excuse for not being present, but he criticized Paramount for not sending a substitute as did 20th Century-Fox which sent Gehring as a replacement for Al Lichtman, distribution head, who was ill.

As it turned out, Gehring was asked most of the exhibitors' questions.

Robert J. Rubin, assistant to Paramount president Barney Balaban, explained to the convention that not only was it impossible for Schwalberg to attend, but neither could E. K. (Ted) O'Shea, sales executive, because the latter was burdened with work. "Paramount," Rubin said, "wouldn't ignore a meeting such as this." He invited the convention to submit all complaints to the sales department through Wilbur Snaper, convention chairman.

Cole Is Clinic Chairman

H. A. Cole of Texas Allied and chairman of the clinic which dealt with the problems of theatres in towns of 3,500 population or less, opened the forum questioning with the charge that the companies have been remiss in not studying the operations of such theatres. There are, he said, between 5,000 and 7,500 such theatres in the country and that by and large they are either operating at a financial loss or "just breaking even."

Operating costs of these small theatres, Cole said, have reached 60 to 70 per cent of gross and when a distributor "tries to get 40 per cent rental you are taking candy away from a baby." He invited the distributors to make an audit of the operations of 20 theatres in the classification "to learn the facts."

Mochrie answered Cole with: "If you paid me 40 per cent of all film you get you and I would go broke." Then he pointed out that RKO's policy with respect to these theatres has been a "flexible" one. The theatres change bills in many instances four times a week, he reminded. They don't pay 40 per cent Fridays and Saturdays for a Western, and a mid-week picture is "sometimes percentage, sometimes flat rental," Mochrie said. Under such flexibility, he contended, the rental for the whole week's product does not approach 40 per cent or even 35 per cent.

Cole replied that the distributors are mistaken when they attempt, as Mochrie had said, to deal with each individual theatre on its own merits. The small-town theatres, Cole declared, must be "handled as a class, not individually."

Ben Berger of North Central Allied supported Cole's arguments with: "Flexibility means you pay through the nose."

Berger added that the distributors "for the good of the industry should find out what exhibitors have to gross on weekends to pay for mid-week slack-offs." He said an "incentive" selling plan was needed to off-set a "decentive" system. The latter term was one he coined himself, he acknowledged.

'Incentive' Selling Plan?

When Rembusch asked if the sales managers thought an "incentive" selling plan could be devised, Rodgers reminded that M-G-M for long has made a practice of selling small town theatres on flat rentals, this applying to "big" pictures also. "I haven't had five complaints in a year from exhibitors telling me they couldn't buy flat," he declared. He acknowledged that "Battleground" was made an exception, and he added humorously that "we won't offer 'Quo Vadis' flat."

Berger hastened to pay tribute to Rodgers for "doing a good job." And he added: "I'm not a guy who praises easily." He prepared then to launch into an attack on the policies of "Paramount and Warner Brothers," but was asked at that point by Rembusch to give other exhibitors an opportunity to ask questions of the sales managers who were present.

Snaper Fired Questions

Snaper then fired questions at Gehring regarding "David and Bathsheba" sales policies. The 20th-Fox executive reminded that the picture still was in pre-release. Snaper said it was brought out in the clinics that exhibitors were "denied the right to play the picture" because it was necessary to increase admission prices because the rental was placed so high.

John Schuyler of Marquette, Mich., charged that 20th-Fox sales personnel were asking "70 per cent and advanced admissions" for the picture. Gehring said that was not "correct wording." He said the company was well aware that any bid for advanced admission prices on the part of 20th-Fox would be in violation of the law. He flatly denied that the company had ever asked for advanced admissions for the picture.

The executives of both 20th-Fox and M-G-M told the meeting that branch managers have the autonomy to set rentals on the basis of local conditions.

Sidney Samuelson, of Eastern Pennsylvania, said he was "confused" as to what constitutes "pre-release." Gehring said the pre-release demands for "David" were so great "we don't know when it will stop." When the Pennsylvania exhibitor asked why sales contracts did not carry definite wording with respect to availability, Rodgers told him that as far as M-G-M was concerned "our attorneys" worded the documents.

Discuss Print Shortage

This led to a discussion of the print shortage problem. Rodgers said his company was today supplying more prints than it ever had in its history. He said he foresaw no increase in prints and blamed the shortage on day-and-date showings. "You can't spread the business so thin," he admonished, adding that with the burden of proof of clearance now necessarily resting on the distributor "there is no choice" but to sell the same run to virtually all who demand it.

Rodgers, answering a question put by Ben Marcus of Milwaukee, told the meeting that increased costs are being experienced by the distributors as well as the theatres. Marcus wanted to know why distributors seek "a higher percentage of a reduced gross in spite of higher operating costs."

The M-G-M executive said he had been trying in vain to get a raise in salary and that the company's labor costs have hit a new high. "The day of huge profits is gone. I'm striving to see that our company pays dividends (to stockholders)."

Marcus charged that the distributors "were our partners when times were good. Now you don't want to share, but rather set arbitrary scales."

Discuss 'Shrinking Returns'

Montague then arose to discuss the problem of "shrinking returns." Columbia's world-wide gross was $57,000,000 last year, and out of that $25,000,000 was spent for negative costs, prints and advertising, he said. Less than three per cent of the gross was left for stockholders, he declared, and asked: "Are we supposed to take less and stay in business?" There was, he said, the problem of paying employees' salaries and encouraging banks to continue with financial support.

"If you want good pictures, will somebody tell us what are we to try to get," said Montague referring to rentals.

When the print shortage problem was raised again by Don Keyesley of West Virginia, Rodgers declared flatly that "I'm at the end of my rope for an answer."

When Rembusch toward the close of the meeting asked the sales managers directly if they would agree in principle that the distributors are not entitled to the same prices for film in "bad times" as in "good times," Rodgers, speaking for himself, replied: "I'd prefer to deal with problems like that as they come up. Any time a theatre is in trouble, our door is open and we will give earnest, sincere and, I believe, favorable consideration to complaints."

Berger at that point challenged Montague's "shrinking returns" argument by quoting the salaries of Columbia executives. He then invited the

(Continued on page 10)

Always the first to help others . . .

IT'S TIME TO HELP OUR OWN!

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MIDNIGHT FROLIC

THE GREATEST ALL-STAR SHOW OF ALL TIME!

ROXY ★ NOV. 16th

Proceeds to The Foundation of the Motion Picture Pioneers, Tax Deductible.

Tickets $5. to $25. available at Room 170 Hotel Astor

Schary Urges

(*Continued from page* 1)

out that production alone, in the next 12 months, will probably spend some $300,000,000 on new product. "This vigorous, healthy force represented in the motion picture industry," he said, "is having its temperature taken, its pulse felt, by a bunch of quack doctors, who are stoutly maintaining, despite this picture of brimming health, that the patient is about to collapse and die."

"In the past couple of years the movies have been ailing. But the patient is at the moment walking around in a state of very good health. I would be willing to bet that he is going to be around a long, long time."

"One of the problems that constantly rears its head in our industry," Schary said, "is that all of us assume we can do the other man's job, and while we insist that we are entitled to our own margin of error, we very seldom are willing to give it to the other guy."

By way of example, Schary said that if a picture is a failure, the producer is prone to blame the advertising or the exhibitor, but if it is a success, he argues that the film was so good nobody could hurt it, "but with better planning it could have grossed more." The distributor argues that if he can't sell a picture it's because "It stinks," but if it is a success, the distributor feels that it was due to his "incredible wisdom."

"The exhibitor," Schary said, "dismisses the flops as the razor that bled him white, and when he gets the big ones he always thinks he is paying too much, wonders why the one before wasn't as big and wants the next to be even bigger."

The universal question in the business, Schary said, is: "Why does Hollywood make bad pictures?"

His answer: Because it's so hard to make a good picture.

Stating that he sometimes is angered "at the way some of our pictures are advertised and exhibited," Schary said he inevitably decides to stick to his own job and let the other fellow do it his way. He surmised that if exhibitors were aware of the producer's problem, they no doubt would be willing to let the producer do his job unassisted.

Schary pointed out that the M-G-M studio must make 40 pictures a year, every one different, each production "a new business representing an investment of from hundreds of thousands of dollars to $5,000,000 or $7,000,000." Each picture goes through some 118 departments.

Schary pointed out that the producer must gamble in anticipating what the public will like, and frequently must gamble against the well-intentioned "advice" of friends and associates. He was told audiences didn't want "Battleground;" they were tired of war pictures and weren't ready for one like it. "King Solomon's Mines," some said, would be a travelogue, another African safari film. "The Great Caruso" was opera. Nobody wanted opera. "Show Boat?" It had been done twice. The songs were old.

But all of them were successes, Schary pointed out.

He recited the numerous steps necessary to bringing an idea in one man's mind to completion in a motion picture ready for exhibition. "Yes," he said, "it's very, very hard to make a good motion picture. Yet you would be impressed by the remarkable percentage of good pictures we make and would recognize the nonsense inherent in the question: Why do you make so many bad ones?"

"If you add up the list you will find that our percentage of success has been and is better than that in any other field of creative effort."

Schary cautioned his audience never to become cynical of your patrons. "If we grant ourselves the opportunity of being wrong, then we can assume that occasionally our audience may be wrong. But you must have faith in the audience and with it we can go on to an even healthier and broader industry which need not be frightened by competition but, rather, stimulated by it; and which need not be intimidated by criticism, but rather benefited by it."

Allied Time, New York

By RED KANN

THE hour was late. Torrents of words had been let loose by the time Trueman Rembusch, Allied president, asked Nate Yamins to ice over night the rest of his report on exhibitor beefs and defreeze it this afternoon. But it was a cinch to calculate by last evening that Allied will enter the record with forthright resolutions among others, on these argumentative issues, not necessarily in this order of importance:

1.—Opposition to pre-release engagements.

2.—Protest over competitive bidding.

3.—Objection to hikes in film prices.

•

No. 1 drew principal fire at yesterday's business session, the convention's first of two here at the Hotel Biltmore. The flames licked hungrily at the heels of Bill Gehring, 20th-Fox's assistant general sales manager, subbing for Al Lichtman who was reported ill. The target was "David and Bathsheba," described at the close by Yamins as "a new gimmick" to hoist admission prices which the law says cannot be tampered with, unless the exhibitor does the tampering by his own volition.

The general and specific charge aimed at 20th-Fox and its pre-release engagement plan was that terms were so couched that the theatreman couldn't get this attraction unless he upped his scale. In some engagements, at least, this has been up to $1. When Gehring declared, "Exhibitors have increased prices of their own accord," the ensuing roar was a mixture of laughter, good-natured and otherwise.

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The policy on "David" evidently was a pretty hot topic in the closed-to-the-press film clinics held in the morning. There were three different sessions at which about 220 exhibitors cleared their chests, according to Yamins. They felt this, he reported:

That the pre-release engagement policy was dangerous. Increased prices telegraphed a superior attraction to the public. Return to the old prices also did some telegraphing: That a "stinker" was around.

That competitive bidding was a bad practice, unfairly applied by distributors, or most of them, and ought to be discouraged.

•

That the upward spiral of film prices had to be stopped, especially by three companies who were not represented at that point on the dais. This left the conventioneers to determine for themselves if Yamins did not have in mind Paramount, Warner or M-G-M.

Unresolved was a request of Col. H. A. Cole that distributors lend economic assistance to 5,000 to 7,500 small town theatres by relieving them of deals at 40 per cent. Cole wanted these houses bunched for purposes of relief, claiming their average overhead at 60 to 70 per cent made it impossible for them to meet such terms. Bob Mochrie, general sales manager of RKO, provided rebuttal from the panel of sales managers on deck, arguing rentals averaged out at less than 40 per cent in these situations. If Cole was convinced, he did nothing to demonstrate it.

Logistics

There was a brief period of inaction after Trueman Rembusch, Allied president, officially launched the open forum yesterday. The general sales managers or their subalterns, were waiting. Then Col. H. A. Cole inaugurated the question - and - answer period.

But the issue was never in the slightest doubt. One of the pieces of business set up when Allied's board of directors met over the weekend allowed for the reluctance, the embarrassment or the indifference of the membership to get on its feet and fire away.

The men were picked and the assignments made. The board knew once discussion was launched it would continue to ride. It did.

Nicholas M. Schenck, made one of his rare appearances. Oldsters had difficulty in recalling when last the president of Loew's had appeared at an exhibitor convention. Yesterday not only did he appear. He also spoke briefly, confining his observations to a reaffirmation of his belief that "there is nothing wrong with the industry that good pictures cannot cure." But he urged his listeners to bear in mind they, too, had a responsibility: To see that the distributor as well as the exhibitor gets a proper return on worthwhile attractions so that the flow of quality pictures may be uninterrupted.

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In an interesting and well-presented address, Dore Schary, M-G-M production head, reflected no concern over the health of the industry, forecast Hollywood will spend $300,000,000 in production in the next year, outlined a number of the problems constantly confronting production and indicated, without naming it, that the negative cost of "Quo Vadis" is $7,000,000.

•

Distributors, via their general sales managers, in most instances, showed up as per schedule. Absent were Ben Kalmenson of Warner although Rembusch said he had tried valiantly to get him there. Absent, too, was a Paramount representative although Robert J. Rubin explained it was not deliberate. Al Schwalberg is honeymooning and Ted O'Shea was loaded down with Schwalberg's duties on the eve of another sales trip, he explained, and suggested complaints be mailed to Schwalberg for attention. Third absentee was Republic. Fourth, Lippert. . . . Benny Berger's interpretation of "flexibility" in national sales policies: "It means you pay through the nose." That got a laugh. "Instead of incentive selling, we have decentive selling. I don't know if there's any such word in the dictionary, however," he added. Another laugh. . . .

•

"I know Berger doesn't like the sliding scale. He's told me it often enough and to anyone else who'd listen," observed Rodgers. Metro got a nice round of applause when its general sales manager repeated that it was long-standing policy to sell flats in small towns and added it must be working because he hasn't had "as many as five complaints that he knew of in the last year." This drew applause even from Berger who is allergic to distributors at large. . . . "You'd be a nice guy if you weren't so damned sarcastic," flung Rodgers at Sidney Samuelson who had been hammering away at prints and availability of run. . . . Abe Montague turned a table when he reversed the order on the film price question by asking this question: "Columbia did a world-wide gross of $57,000,000 last year. Profit was less than three per cent of this gross, or $1,900,000. Are we supposed to improve our market or not?" . . . While he offered no identification, he referred to 20th-Fox when he pointed out "another company" had grossed $94,000,000 world-wide last year with a net of about $2,000,000. . . . Elsewhere along the line, Rodgers, holding strictly to his own company, remarked, "The day of huge profits is gone both for distributor and exhibitor. We have rising costs, too—rebuttal to a complaining exhibitor on this point—and we've just made a new deal with labor." He was referring to the Hollywood "Big Five" crafts pact which, in two years, will cost M-G-M alone about $3,500,000 in additional labor costs.

Ezio Pinza at UJA Benefit

Ezio Pinza, star of opera, stage and screen, will perform at the forthcoming 18th annual "Night of Stars" at New York's Madison Square Garden on Monday evening, Nov. 19. Proceeds of the show will go to the United Jewish Appeal of Greater New York to further the work of rescue, relief, rehabilitation and Israel resettlement overseas.

An Important Exhibitor Asked

"Will Paramount continue to deliver the kind of big boxoffice attractions it has released in the past few months?"

Our Answer Is:

An emphatic Yes!



NOVEMBER

From the great stage success

KIRK ELEANOR WILLIAM
DOUGLAS·PARKER·BENDIX
in WILLIAM WYLER'S
Production of SIDNEY KINGSLEY'S

Detective Story

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Large scale outdoor action thrills

EDMOND O'BRIEN
YVONNE DE CARLO
BARRY FITZGERALD
in

Silver City

Color by TECHNICOLOR
Produced by NAT HOLT



MOVIETIME, U.S.A.

NOVEMBER

Spectacle never before filmed



When Worlds Collide

Color by TECHNICOLOR

Produced by GEORGE PAL

NOVEMBER

The U. S. Submarine "Tiger Shark" in action off Korea

Submarine Command

starring

WILLIAM HOLDEN · NANCY OLSON

WILLIAM BENDIX · DON TAYLOR



AND EARLY IN '52, BIG ONES LIKE:

HAL WALLIS'

Sailor Beware

starring

DEAN MARTIN & JERRY LEWIS

LEO McCAREY'S

My Son John

starring

HELEN HAYES · ROBERT WALKER

VAN HEFLIN · DEAN JAGGER

PERLBERG-SEATON'S

Aaron Slick From Punkin Crick

Color by Technicolor • starring

ALAN YOUNG · DINAH SHORE · ROBERT MERRILL

WILLIAM WYLER'S

Carrie

starring

LAURENCE OLIVIER

JENNIFER JONES

HAL WALLIS'

Red Mountain

Color by Technicolor • starring

ALAN LADD · LISABETH SCOTT

ARTHUR KENNEDY · JOHN IRELAND

PERLBERG-SEATON'S

Anything Can Happan

starring

JOSE FERRER

KIM HUNTER

IRISTMAS

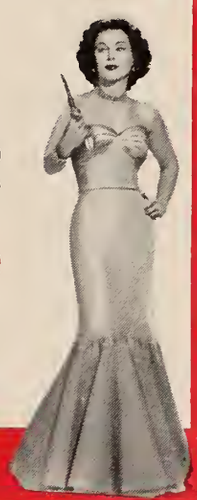
You'll tingle when they tangle in Tangiers



BOB HOPE and HEDY LAMARR

in

My Favorite Spy





In the Paramount Building elevator the other day, an important circuit head met a Paramount sales executive and put just that question to him. The answer was an emphatic "YES!" Paramount's November and December releases alone justify that answer because they possess the grossing potential of pictures such as "A Place in the Sun," "That's My Boy" and "Here Comes the Groom."

Those highly successful attractions, all delivered within a 2-month period, were not a flash-in-the-pan. You can be assured that in almost every similar period between now and the end of 1952, Paramount product, so outstanding in the past few months, will be equaled in number and quality. You can expect increased boxoffice revenue because Paramount's consistently strong product is the result of long range planning and unlimited financial investment.

Motion Picture Daily Feature Reviews

"The Tanks Are Coming"

(Warner Brothers)

ANOTHER branch of the Armed Forces comes in for cinematic glorification, this time the tank division. Warner Brothers' "The Tanks Are Coming" is a tough, obstreperous drama about the push of the 3rd Armored Division into Germany in World War II.

The story is told in human terms, mixing the grimness of battle with comic relief and traditional peccadillos of the enlisted man. Occasionally it indulges in false heroics, but generally it is highly engrossing entertainment and is pervaded with an immense vitality. Except for some brief sequences in which Mari Aldon appears as a combat photographer there are no women in the story. Steve Cochran plays the lead as a snarling, cocky staff sergeant in charge of a tank crew. His towering conceit is quite a thing to behold. Not only does Cochran intimidate his men into docility, he outsmarts his lieutenant and even suggests battle strategy to the general. But despite this overwhelming arrogance Cochran is a battle-wise soldier who is always valuable in the fire of battle. Some of the best scenes of the picture are the smartly edited and vividly presented battle sequences. Along with the story of the big push, there runs the astringent relationship of the sergeant to his men as well as the small personal problems of the soldiers. As the spearhead rolls through the Siegfried Line and on into the Reich, incident after incident arises and is related with dramatic effect. In time Cochran is recommended for a commission, but he proves his real warmth by electing to remain with the enlisted men on to the end. Others in the cast include Philip Carey, Paul Picerni and Harry Bellaver. Bryan Foy produced and Lewis Seiler directed.

Running time, 90 minutes. General audience classification. Release date, Nov. 17.

MANDEL HERBSTMAN

"Starlift"

(Warner Brothers)

THE DAZZLING array of guest stars that pop in and out of this romantic comedy is easily worth the price of admission. The story mixes the adventures of two "G. I.'s" with the offstage life of three showgirls. The soldiers are Dick Wesson and Ron Hagerthy, while the girls are Doris Day, Ruth Roman and Janice Rule.

Since the girls are in show business they quite naturally have many friends in the same field. Thus there stride in and out of sequences such personalities as James Cagney, Virginia Mayo and Gordon MacRae. When, finally, the girls arrange a show for wounded vets from Korea there appear such headliners as Gary Cooper, Virginia Gibson, Phil Harris, Frank Lovejoy, Lucile Norman, Randolph Scott, Jane Wyman and Patrice Wymore. All make notable contributions but one not easily forgotten is a sketch in a frontier saloon with Lovejoy as a badman, Cooper as a sheriff and Harris as a singing narrator. Also figuring in the standard screenplay, devised by John Klorer and Karl Kamb, is Louella Parsons, who appearing as herself, chronicles some gossip about the pictures' primary romance, that of Miss Rule and Hagerthy. It seems that both Wesson and Hagerthy, wanting to make a hit with the girls, pretend they are about to leave for action in Korea. Actually they are crew members aboard a regular flight plane, and when the girls learn about this they become pretty annoyed. Thus the budding romance between Miss Rule and Hagerthy hits a snag but since the romance is bound up with the hospital show, they decide to go along. There is considerable bickering and quarreling between the pair but beneath it all they really love one another.

The story is of little weight but director Roy Del Ruth has kept action and songs moving rapidly, with most of the latter being done by Miss Day and MacRae. Robert Arthur produced.

Running time, 103 minutes. General audience classification. Release date, Dec. 1.

M. HERBSTMAN

"I Want You"

(Samuel Goldwyn Productions-RKO)

THE impact of the Korean war on a happy American family is explored in this Samuel Goldwyn production, bearing the compelling title of "I Want You." The very nature of the story assures a broad sympathetic audience whose daily lives are now being affected by the fighting. This is no escape film, even though some of the tragedies are seen through rosy hues.

Dana Andrews, Dorothy McGuire, Farley Granger and Peggy Dow top a competent cast. Although the story is adequate, at time tear-provoking and often yielding many chuckles, it bears much of the slickness and glibness of *The New Yorker* magazine thereby losing a good deal of the substance of one of today's momentous heart-rendering dramas. The screenplay was written by Irwin Shaw, based on stories by Edward Newhouse which appeared in the popular, sophisticated *New Yorker*.

Life in Suburbia, U.S.A., was going along fine when, like a bolt out of the blue, the Korean war broke. It meant many changes in the lives of the Greer family in Greenhill, where Dana Andrews as Martin Greer was comfortably married to his high school sweetheart, Dorothy McGuire, now the mother of two children. Initially, Andrews is asked to gain a deferment for the son of one of his employes. Then a family crisis develops when Andrews, an ex-serviceman himself, is asked to put in a bid for the deferment of his own younger brother, Farley Granger, who is working in the Green engineering firm.

What is happening in the turbulent, distant land of Korea now is of great import to the family; Granger's plans to court and marry Peggy Dow have gone haywire, Andrews himself is faced with the question of going back in as a reserve officer, while the fiction of Andrews' father, Robert Keith, as a World War I hero, is torn asunder. In the end, both Andrews and his brother Granger are back in uniform.

As indicated above, the story envelopes many lives and explores the intimate relations of one on another. Perhaps it is for that reason, the film seems slow in getting started and contains a number of scenes which appear inadequately developed.

Others in the cast include Robert Keith, Mildred Dunnock, Ray Collins, Martin Milner and Jim Backus. Mark Robson directed.

Running time, 102 minutes. General audience classification. Release date, not set.

MURRAY HOROWITZ

"A Christmas Carol"

(Renown Pictures—United Artists)

HARLES DICKENS' familiar classic about old Scrooge, Marley's Ghost, Bob Cratchit, Tiny Tim and the Spirits of Christmases Past, Present and Future has been faithfully and affectionately put on film by George Minter and his Renown Pictures of Britain. This is by all means a desirable offering for theatre programs during the Yuletide Season which, by the way, is just around the corner, according to the calendar.

That astute British character actor Alastair Sim, who by now must be known to the vast majority of American filmgoers, plays Scrooge—and he plays the role to the hilt. Dickens' tight-fisted Christmashater, whose conscience is so rudely awakened to the error of his ways, comes to the screen as a memorable caricature ever true to the literary tradition of the author. Scrooge dominates practically every scene, as he should. Credit the screenplay by Noel Langley for its honest devotion to the classic, and the efforts of producer-director Brian Desmond Hurst for an equally faithful rendition of the atmosphere and setting identified with the famous story. Sim's good acting is supported to just the right degree by the other players, including Kathleen Harrison, Jack Warner, Michael Hordern, Mervyn Johns, Hermione Baddeley, John Charlesworth and Glyn Dearman.

It would be pleasing to see United Artists release and re-release this one every Christmastime.

Running time, 86 minutes. General audience classification. Release date, Nov. 30.

CHARLES L. FRANKE

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Studies Dismissal Of Cleveland Suit

CLEVELAND, Oct. 31.—Federal Judge Emerich B. Freed has instructed attorneys in the G. and P. Amusement Co. monopoly suit to continue their presentation of the case while he takes under advisement a motion to dismiss it as filed by defendant attorneys. Motion to dismiss was made by attorney Luther Day in behalf of all defendants when the attorney for the plaintiff rested his case.

This case differs from other monopoly suits in that it names a cooperative film buying service as party to a conspiracy by reason of "tremendous buying power" on account of which defendant distributors were "coerced" into a conspiracy which deprived G. and P.'s Moreland Theatre of product in favor of the co-op-serviced Regent Theatre. Hearings started Sept. 17 and are expected to continue through November.

Ford to Make New 'What Price Glory'

HOLLYWOOD, Oct. 31.—John Ford has been signed by 20th Century-Fox to direct "What Price Glory," which has reverted from "Charmaine" to its original title.

Lease National Theatre

The 2,000-seat National Theatre on Houston Street here has been leased from the Haynes Realty Corp. to a corporation headed by Hyman Jacobson, producer-actor, it was announced by Berk and Krumgold, theatrical realty specialists. The house will open next week with a stage show and picture policy.

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National Pre-Selling

REDBOOK, for November, continues its policy of giving a half-page, full-color scene to illustrate its "Picture of the Month"—this time, "An American in Paris"—with an action-color shot of the now-famous ballet sequence. Three other fine films are cited, "It's Only Money," "Mr. Peek-a-Boo" and "When Worlds Collide," with a dozen best-bets mentioned in neighborhood theatres. There is another feature article, "The Tragedy of Robert Walker," to compare with last month's Nancy Sinatra story. M-G-M devotes "The Lion's Roar" to "Westward the Women," with a footnote on "Quo Vadis." The *Redbook* cover for November, as previously reported, features Jane Russell in two poses, illustrating her two-point program. She is in favor of sex, but opposed to sin. The new *American,* released Nov. 3, names "Quo Vadis" as the Picture-of-the-Month and gives it a page of color scenes, with "Let's Make It Legal" (20th Century-Fox) and "Close To My Hheart" (Warner) as runners-up. "When Worlds Collide," "The Tanks Are Coming," "Love Nest" and "The Barefoot Mailman" are recommended pictures in this issue.

•

***Ladies' Home Journal* for November, on the stands this weekend, tops its "Journal About Town" page with news of "An American in Paris," and follows up with pages of Paris fashions in colors for its 4,600,000 readers. There is also a nice "co-op" page from Jergens' Lotion, with pictures of June Allyson, in M-G-M's "Too Young to Kiss," and Dick Powell, in M-G-M's "Tall Target." The editors say, editorially, if you are fed up with movies that make you feel you could do a better one yourself, see "The River"—which was produced by a Hollywood florist and an airlines publicist, in India, with color by Technicolor.**

•

"Movie Citations," by Louella O. Parsons, in the November Cosmopolitan, *names "Submarine Command" as the most human drama of the month; gives Eleanor Parker credit for the best performance, in "A Millionaire for Christy"; cites "Decision Before Dawn" as the best production, and "Two Tickets to Broadway" as the best musical comedy. M-G-M advertises its "Picture of the Month"—"Westward the Women"—in an opposite column. There is a full-page fashion photo of Elizabeth Taylor, and a double-truck of Jane Russell and her husband, who may soon be her male counterpart in the movies.*

•

***Time* magazine, in its current issue now on the stands, says William Wyler's film adaptation of "Detective Story" is "even better as a movie than as a stage play." The *Time* review unstintingly praises the large cast in the Paramount film, with Kirk Douglas, Eleanor Parker and original members of the stage cast getting special comment. The picture has been recognized as one of the most faithful film versions of a great play, and retains all the strength of Sydney Kingsley"s stage hit.**

WALTER BROOKS

MPAA Board Cites 'Movietime U.S.A.' Campaign, and O'Donnell and Mayer

The "Movietime U.S.A." campaign won the plaudits of the Motion Picture Association of America's board of directors, meeting here yesterday, with Joyce O'Hara, MPAA vice-president and chairman of the board meeting, conveying the board's praise to Robert J. O'Donnell, national director of the campaign, and Arthur L. Mayer, executive director of the Council of Motion Picture Organizations.

Both O'Donnell and Mayer reported on the success and achievements of the campaign to the board, highlighting the extensive press coverage of the drive throughout the country.

U. S. Seeks Talent For USO Shows

U. S. Secretary of Defense Robert Lovett has appealed to leaders of the motion picture and all of the entertainment industry to aid in securing top name talent for special Christmas shows for the Armed Forces overseas, it was revealed here yesterday by Abe Lastfogel, chairman of the board of USO-Camp Shows at a meeting attended by representatives of leading talent agencies.

Plans for Yuletide Shows

Called by Lastfogel to his office for the purpose of discussing plans for the Yuletide shows which will go overseas to play to servicemen audiences, the meeting was attended by Sam Rauch, booker of the Roxy Theatre; Dan Friendly, booker for RKO vaudeville theatres; Harry Anger of General Artists Corp.; Charlie Miller and Harry Romm, both of Music Corp. of America; Nat Kalcheim of the William Morris Agency; Harry Levine, booker for the Paramount Theatre, and Jerry Rosen, Josh Meyers, Mark Leddy, Ed Smith and Matty Rosen, all independent talent agents.

The special Christmas program is in addition to the regular USO-Camp Shows schedule of providing professional entertainment for U. S. Servicemen throughout the world.

The units are scheduled to leave both Coasts on Dec. 21 and to return around Jan. 5.

Small - Lesser TV Firm in 2nd Deal

The second deal arranged by the new Edward Small-Sol Lesser films-for-TV-firm, under which 26 old features will be sponsored in the Chicago market, was announced here yesterday by George T. Shupert, vice-president of Peerless Television Productions.

Under the agreement, the 26 films will be sponsored by the Chicago Nash dealer, Hauser-Nash Sales, Inc. The first sale was arranged with station KTTV, Los Angeles.

Shupert, who joined the Small-Lesser firm, was formerly vice-president and director of commercial operations of Paramount Television Productions, Inc., a subsidiary of Paramount Pictures.

Anderson Dies at Orem

SALT LAKE CITY, Oct. 31.—Victor Christensen Anderson, manager of the Scera Theatre at Orem, the only community-owned theatre in Utah, died last night after a brief illness. He was 60 years old. He had been president and secretary-treasurer of the Utah Theatres Association.

Lebedoff's $750,000 Action Starts

MINNEAPOLIS, Oct. 31.—Suit of Martin Lebedoff, charging major film companies and the Minnesota Amusement Co. with collusion in withholding product from the Homewood Theatre, Minneapolis, during the 1934-48 period started in Federal District Court here today. Hearings in the case by deposition have been under way for several months.

In his original complaint, Lebedoff asked treble damages amounting to $750,000. Columbia and United Artists are the only majors not named as defendants in the conspiracy action. S. G. Lebedoff, father of Martin, and who operated the Homewood during a number of the years in which the alleged conspiracy took place, is in Minneapolis from Los Angeles to testify. It is expected the hearings will last about three weeks.

Theatres, TV Will Share Snader Films

HOLLYWOOD, Oct. 31.—Snader Productions announced today plans to sell identical pictures to theatres and TV stations. Pictures are to be shown first at theatres, and after exhaustion they promptly are to be switched to telecasts.

The company stated that the pictures have been sold on this basis in 40 major cities, involving 18 pictures for release in two years, consisting of 14 Alexander Korda productions, three J. Arthur Rank films, and others.

Albany Unit Asks More TV Channels

ALBANY, N. Y., Oct. 31. — The Albany Chamber of Commerce has pointed out to the Federal Communications Commission the need for additional television channels in this area. The Commission is studying the reallocation of channels, only one of which—held by WRGB, Schenectady—is now reserved for this district.

Requesting information on the Commission's plans and the date when the allocations will be made, the Albany Chamber's president, Carl Fraser, told Wayne Coy, FCC chairman, that the area has 172,000 television sets with an estimated viewing public of 600,000.

Don Jacobs Dies

BOSTON, Oct. 31.—Don Jacobs, formerly general manager of the B. & Q theatres here and Cocalis Theatres of New Jersey, died suddenly from a heart attack at Miami Beach Monday, according to word reaching here from Florida.

New Tax Law Is Effective Today

Changes in the Federal excise tax law become effective today. Hereafter, theatre passes will be tax-free. On reduced-price tickets, the tax will be computed only on the amount actually charged, rather than the regular established price.

Another change is that civic symphonies, operas and certain non-profit entertainments will be free of the admission tax. But the tax is to remain on all film showings, even of non-profit groups. All raw stock, film and equipment used by the industry as a "cost of business" will be exempted from the tax.

SCTOA Lawyers to Probe Practices

LOS ANGELES, Oct. 31.—The Southern California Theatre Owners Association is seeking legal steps to remedy "improper" selling and pricing methods allegedly used by distributors, and to overhaul "oppressive" bidding, run, clearance, booking, and other practices, the organization discloses.

Engaged Local Law Firm

After failure to receive aid from the Justice Department in Washington, the SCTOA has engaged the local law firm of Fendler, Weber and Lerner to explore relief possibilities under existing laws.



Film Terms in Bad Times Vs. Good

"Can we agree that distributors should take less for their pictures in bad times than they do in good times?" Trueman Rembusch, Allied president, asked sales executives on the dais at yesterday's trade practice forum.

W. F. Rodgers of Loew's broke the silence which followed the question by stating that a formula was not available for every different situation. "But our doors are open to all," he said. "Come to us and we will do our best to make a fair deal."

Allied Meet

(*Continued from page* 1)

sales managers to appear at today's open forum but none indicated acceptance.

Feldman chose to answer a request by O. F. Sullivan of Wichita, Kans., that competitive bids be disclosed to competing theatres. The U-I executive said the company did not feel "privileged to do so." Bids were confidential, he reminded, and was joined by Montague in the assertion that if competing exhibitors agreed to have their bids disclosed to one another, arrangement to do so was possible.

In his summary of the forum discussions, Yamins emphasized that these three problems still trouble exhibitors: Advanced admissions, bidding and increased prices. At a late hour he was interrupted in his summation by Rembusch who suggested that the meeting adjourn until this afternoon at which time the summary and discussions would be resumed.

Wolf Urges Allied To Back Variety

Allied members' support of Variety International and the Will Rogers Memorial Hospital which it erected at Saranac, N. Y., was urged yesterday by Marc Wolf, Variety chief barker, and Sam Switow, exhibitor chairman of the Hospital fund.

Addressing Allied Convention

Addressing the Allied States convention at the Hotel Biltmore here, Wolf declared that Variety, by virtue of its charitable work, stands to do more for industry public relations than anything that has yet been done. He cited the organization's work in the U. S., England and Canada in fighting cancer, cerebral palsey, heart ailments and other diseases, and pointed out its accomplishments in the organization of boys' clubs and assisting the blind.

Switow urged the exhibitors to back up the Hospital's "Christmas Salute" drive for funds, Nov. 1-Dec. 25.

James Frank, Jr., a representative of the National Production Authority, urged the exhibitors to join the drive to salvage copper drippings, and reminded that Variety, which has taken charge of that campaign, stood to benefit by some $20,000 by it.

Reviews

"Tom Brown's Schooldays"

(*George Minter-United Artists*)

A PICTURE of rich satisfaction for the discriminating filmgoer is offered in this British importation. "Tom Brown's Schooldays" reproduces the life of students at Rugby School back in the 1830's. The school system was ridden with evil, cruelty and social snobishness, and frequently instead of "making a man" of the youngsters it left them psychologically scarred.

The story centers primarily around one student, John Howard Davies, and his adventures at the institution. Young Davies is not at school very long before he runs afoul of a sadistic upper classman, played with lofty arrogance by John Forrest. In time Davies finds himself undergoing a series of tortures devised by Forrest. Throughout it all Davies bears himself with dignity. When vacation time arrives the youngster takes up boxing and thus the first move is made towards the subsequent embarrassment of the school bully.

Director Gordon Parry has handled the youngsters at the school with considerable adroitness. Small but competent parts are played by Robert Newton, the reform-minded headmaster; and the well-remembered Diana Wynyard as his wife.

There are a series of dramatic events that finally lead to the expulsion of Forrest and the promise of better conditions at the school. Others in the cast playing students are John Charlesworth and Glyn Dearman, and their checkered experiences intermingle with those of Davies. Brian Desmond-Hurst produced, from the screenplay by Noel Langley.

Running time, 95 minutes. General audience classification. Release date, Nov. 9. MANDEL HERBSTMAN

"The Son of Dr. Jekyll"

(*Columbia*)

SOMETHING of an epilogue to the bizarre story of "Dr. Jekyll and Mr. Hyde" is provided in this Columbia film. As the title informs, Dr. Jekyll had an offispring, in this instance played by Louis Hayward. The efforts of the son to clear his father's name from the tinge of lunacy unfold in a series of sequences that range from good to routine.

The story concocted by Mortimer Braus and John Pollexfen has Dr. Jekyll leaping from a blazing house to his death after being chased by a frenzied mob. In the meantime his infant son is adopted by Jekyll's friends, Lester Matthews and Alexander Knox. Years later, Hayward, as the son is a research scientist very much in love with Jody Lawrance. Learning about the monster legend of his father, Hayward sets out to prove that he was not a maniac but a serious scientist working on an important formula. In time the populace grows to fear and resent Hayward for his experiments and presently they start to hound him. He is accused of attacks on people, and gradually realizes someone behind the scenes is conspiring against him.

Good exploitation angles are provided by Hayward's frequent changes into the monster after drinking a potion, as well as the stormy pursuits of the crowds. Just as the police are closing in on Hayward, he learns that the real evil figure is Knox. Knox's motive is the money from the Jekyll estate which he could keep by destroying Hayward. A hand-to-hand struggle in a burning house brings death to Knox and vindication to Hayward. Seymour Friedman directed.

Running time, 77 minutes. General audience classification. For November release. M. HERBSTMAN

"Utah Wagon Train"

(*Republic*)

REX ALLEN is the hero in this lively action production of the Western desert and plains country, and a very satisfactory cowboy hero he is. The story gives a new twist to the usual Western of this class; instead of the usual bad men pitted against the forces of law and order in a background of cattle rustling or stream pollutions, it has Allen leading a wagon train across the barren lands of Utah into California.

Rancher Allen receives a call from his uncle, an old-time frontiersman, that he is in trouble. The uncle has been engaged to lead a wagon train of modern adventurers along a route to California where their ancestors had gone some 100 years before. However, before Allen has a chance to see his uncle, the latter is murdered. Allen, thereupon, sets out to find out the motive and the murderer, and to do this he takes his uncle's place as leader of the wagon train. As the train starts its journey, there are the expected disagreements between various members of the party, and eventually there is a killing. This makes Allen determined to find out the answer to the mystery. The answer is found after Allen uses his fists and his gun, and it involves a story of hidden gold which the original pioneers had cached in a cave. An attempt is made by the guilty party to hijack the gold horde but this fails as Allen and his henchman, Buddy Ebsen, bring the criminal to justice.

Melville Tucker was associate producer and Philip Ford the director. The screenplay, by John K. Butler, is simple and easy to follow. Penny Edwards plays the romantic lead opposite Allen.

Others in the cast are Roy Barcroft, Sarah Padden, Grant Withers, Arthur Space, Edwin Rand, Robert Karnes, William Holmes, Stanley Andrews, Frank Jenks.

Running time, 67 minutes. General audience classification. Release date, Oct. 15.

UK 'Movietime'

(*Continued from page* 1)

Association. Daff made the proposal while attending the convention of J. Arthur Rank's General Film Distributors organization in London last week. In his address, the Universal sales executive outlined the remarkable effort being put forward by the American motion picture industry and called upon the British industry to continue its present successful policy of showmanship and to augment it with a British "Movietime."

Picker

(*Continued from page* 1)

with Columbia to permit him to accept the U.A. post. His duties at Columbia are being absorbed by Harry Kosiner, assistant to Joseph McConville, head of Columbia International, and Bernard Zeeman, in charge of foreign branch operations. Picker is being given a stock participation with other top management executives of U.A.

Prior to his departure for London yesterday, Picker was tendered a luncheon at the 21 Club here by Arthur Krim, U.A. president; Robert Benjamin, a partner, and Max E. Youngstein, a vice-president. Trade paper publishers and editors, Bernard Kranze, executive assistant to W. J. Heineman, who is out of town; Francis Winikus, assistant director of advertising-publicity, and Alfred H. Tamarin, publicity manager, also were guests at the luncheon.

Ampa Luncheon

(*Continued from page* 1)

AMPA dais are Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations; Charles McCarthy, "Movietime" coordinator; Max Youngstein, who served as assistant coordinator; Barret McCormick, head of the pressbook project; Arthur Schmidt, head of publicity; Mort Blumenstock, in charge of star tours; Charles Einfeld, chief of the "Movietime" opening dinner; and Jerry Pickman, who handled national radio publicity.

Also in attendance will be Sam Harris, publisher of the British trade publication, *Today's Cinema*. Harry K. McWilliams, AMPA president, will preside.

Retain Fly, Welch

(*Continued from page* 1)

before the FCC, it was disclosed here yesterday.

Approval of the recommendation to retain Fly and Welch, made by MPAA's television and law committee, came at yesterday's board meeting of the organization.

Fly and Welch, a partner in the Washington firm of Welch, Mott and Morgan, will start work immediately on the MPAA presentation to be made at the FCC hearings now scheduled for Feb. 26, 1952.

All Films for Oriental

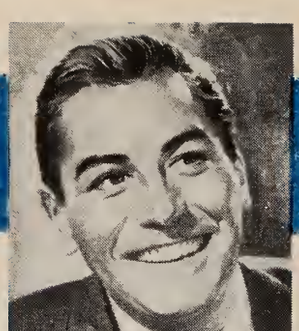
CHICAGO, Oct. 31.—Indicating the resumption of an all-film policy, the management of the Oriental Theatre has given the musicians in its standing orchestra a 30-day notice of termination of contract.

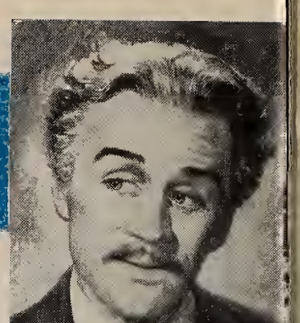
MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS	INT'L RELEAS'G
Sept. 23		LEAVE IT TO THE MARINES Sid Melton Mara Lynn C (5005)	THE RED BADGE OF COURAGE Audie. Murphy D—69 min. (Rev. 8/16/51)						(Angel Prods.) MISTER DRAKE'S DUCK Douglas Fairbanks, Jr. C—81 min. (Rev. 8/14/51)		TOMORROW IS ANOTHER DAY Ruth Roman Steve Cochran D—90 min. (103) (Rev. 8/13/51)	GREAT MR. HANDEL (Color) Wilfred Lawson Elizabeth Allan D—103 min. (2A) (Release: Oct., 1951)
Sept. 30	(Oct. Releases) THE MOB Broderick Crawford D—87 min. (Rev. 9/5/51) THE MAGIC CARPET (Color) Lucille Ball John Agar D—84 min. (Rev. 9/27/51)	AS YOU WERE William Tracy Joe Sawyer C (5023)	TEXAS CARNIVAL (Color) Esther Williams Red Skelton M—77 min. (Rev. 9/13/51)	(Allied Artists) DISC JOCKEY Ginny Simms Tom Drake M—77 min. (AA21) (Rev. 9/11/51)	(Oct. Releases) DARLING, HOW COULD YOU! Joan Fontaine John Lund C—96 min. (5108) (Rev. 8/10/51)	ADVENTURES OF CAPTAIN FABIAN Errol Flynn Micheline Prelle D—100 min. (5101) (Rev. 9/24/51)	DRUMS IN THE DEEP SOUTH (Color) James Craig Barbara Payton D—78 min. (Rev. 10/11/51)	(Oct. Releases) THE DESERT FOX James Mason D—88 min. (Rev. 10/1/51) NO HIGHWAY IN THE SKY James Stewart Marlene Dietrich CD—98 min. (Rev. 7/17/51)	THE RED SHOES (Color) Moira Shearer MD—133 min. (Rev. 10/25/48)	(Oct. Releases) GOLDEN HORDE (Color) David Farrar Ann Blyth D—77 min. (134) (Rev. 9/17/51) REUNION IN RENO Mark Stevens Peggy Dow CD—80 min. (135) (Rev. 10/3/51)	A STREETCAR NAMED DESIRE Vivian Leigh Marlon Brando D—125 min. (104) (Rev. 6/14/51)	
Oct. 7	JUNGLE MANHUNT John Weissmuller D—66 min. (Rev. 10/22/51) CRIMINAL LAWYER Pat O'Brien Jane Wyatt D—74 min. (Rev. 8/27/51)	HIGHLY DANGEROUS Dane Clark Margaret Lockwood D (5029)	BANNERLINE Sally Forrest Lionel Barrymore D—88 min. (Rev. 9/18/51)	WHISTLING HILLS Johnny Mack Brown O—58 min. (5145)			SLAUGHTER TRAIL (Color) Brian Donlevy Gig Young MO—78 min. (Rev. 10/18/51)	(Jos. Bernhard) JOURNEY INTO LIGHT Sterling Hayden Viveca Lindfors D—88 min. (Rev. 8/30/51)				PAINTING THE CLOUDS WITH SUNSHINE (Color) Dennis Morgan Virginia Mayo M—87 min. (105) (Rev. 9/5/51)	THIRD TIME LUCKY Glynis Johns Oormit Walsh D—87 min. (4C) (Release: Nov., 1951)
Oct. 14	FIVE Wm. Phipps Susan Douglas D—93 min. (Rev. 4/30/51) KID FROM AMARILLO Charles Starrett Smiley Burnette O—56 min. (Rev. 10/19/51)	SKY HIGH Sid Melton D (5024)	THE MAN WITH A CLOAK Joseph Cotten Barbara Stanwyck D—88 min. (Rev. 10/3/51)	YELLOW FIN Wayne Morris D—74 min. (5108)		UTAH WAGON TRAIN Rex Allen O—07 min. (5054) SOUTH OF CALIENTE Roy Rogers Dale Evans O—67 min.	ON THE LOOSE Joan Evans Lynn Bari D—78 min. (202) (Rev. 7/25/51)	LOVE NEST June Haver William Lundigan CD—84 min. (Rev. 10/17/51)	HOTEL SAHARA Yvonne De Carlo Peter Ustinov D—87 min. (Rev. 9/13/51)	THE LAOY FROM TEXAS (Color) Howard Duff Mona Freeman O—78 min. (136) (Rev. 10/2/51)		HISTORY OF MR. POLLY John Mills C—94 min. (3A) (Release: Nov., 1951)
Oct. 21		FBI GIRL Cesar Romero George Brent D (5002) UNKNOWN WORLD Bruce Kellogg D (5101)	ACROSS THE WIDE MISSOURI (Color) Clark Gable Ricardo Montalban O—78 min. (Rev. 9/18/51)	(Allied Artists) THE HIGHWAYMAN (Color) Charles Coburn D—83 min. (AA20) (Rev. 8/21/51)			THE RACKET Robert Mitchum Robert Ryan D—88 min. (Rev. 10/19/51)		(Sachson) MR. PEEK-A-BOO Bourvil Joan Greenwood C—74 min. (Rev. 9/14/51)		COME FILL THE CUP James Cagney Phyllis Thaxter D-113 min. (Rev. 9/20/51)	ANOTHER SHORE Robert Beatty Moira Lester C—77 min. (4A)
Oct. 28	(Nov. Releases) THE BAREFOOT MAILMAN (Color) Robert Cummings Terry Moore D	THE GREAT AOVENTURE Oennis Price Jack Hawkins D (5021)		ELEPHANT STAMPEOE Bomba D—71 min (5110)	(Nov. Releases) WHEN WORLDS COLLIOE (Color) Richard Derr D—81 min. (5106) (Rev. 8/28/51)		THE BLUE VEIL Jane Wyman Joan Blondell D—114 min. (263) (Rev. 9/10/51)	(Nov. Releases) LET'S MAKE IT LEGAL Claudette Colbert MacOonald Carey C—77 min. (Rev. 10/22/51)	(Renown) TOM BROWN'S SCHOOL DAYS John Howard Davies Robert Newton D—93 min.			
Nov. 4	SON OF DR. JEKYLL Louis Hayward Jody Lawrance D—77 min. HARLEM GLOBETROTTERS Thomas Gomez Oorothy Dandridge D—80 min. (Rev. 10/29/51)		AN AMERICAN IN PARIS (Color) Gene Kelly M—113 min. (Rev. 8/28/51)	LAWLESS COWBOYS Whip Wilson O—58 min. (5155)	SUBMARINE COMMAND William Holden Nancy Olson D—87 min. (5107) (Rev. 8/29/51) DETECTIVE STORY Kirk Douglas Eleanor Parker D—103 min. (5111) (Rev. 9/24/51)	SEA HORNET Rod Cameron Adele Mara D—84 min. (5102) (Rev. 9/25/51)	(Nov. Releases) TWO TICKETS TO BROADWAY (Color) Tony Martin Janet Leigh M—106 min. (Rev. 10/11/51) SONS OF THE MUSKETEERS (Color) Cornel Wilde Maureen O'Hara D	ANNE OF THE INDIES (Color) Jean Peters Louis Jourdan D—81 min. (Rev. 10/19/51) GOLDEN GIRL (Color) Mitzi Gaynor Dale Robertson M	FORT DEFIANCE (Color) Dane Clark O—81 min.	(Nov. Releases) THE LAOY PAYS OFF Linda Oarnell Stephen McNally CD—80 min. (202) (Rev. 10/24/51) CAVE OF OUTLAWS (Color) MacOonald Carey Alexis Smith O—75 min. (201) (Rev. 10/23/51)	CLOSE TO MY HEART Ray Milland Gene Tierney D—90 min. (107) (Rev. 10/8/51)	SOUVAINE
Nov. 11	VALLEY OF FIRE Gene Autry O	SUPERMAN AND THE MOLE MEN George Reeves Phyllis Coates D (5030)	THE UNKNOWN MAN Walter Pidgeon Ann Harding D—86 min. (Rev. 10/17/51)	FLIGHT TO MARS (Color) Marguerite Chapman Cameron Mitchell D—72 min. (5103)		STREET BANOITS Penny Edwards Robert Clarke D—54 min. (5130) STORMBOUND Constance Oowling Andrea. Checchi D—60 min. (5402)	THE LAS VEGAS STORY Jane Russell Victor Mature D THE WHIP HANO Elliott Reid Carla Balenda D—82 min. (Rev. 10/23/51)		(Ross-Stillman) THE LADY SAYS NO David Niven Joan Caulfield C—80 min.		THE TANKS ARE COMING Steve Cochran Philip Carey D—90 min. (108)	HER PANELLED DOOR Phyllis Calvert D—84 min. (Rev. 8/28/51) (Release 8/27/51)
Nov. 18	(Dec. Releases) TEN TALL MEN (Color) Burt Lancaster D—97 min. (Rev. 10/25/51) THE FAMILY SECRET John Derek Lee J. Cobb D—85 min. (Rev. 10/19/51)		TOO YOUNG TO KISS Van Johnson June Allyson C—91 min. (Rev. 10/29/51)	CRAZY OVER HORSES Leo Gorcey CD—65 min. (5114)	(Dec. Releases) SILVER CITY (Color) Yvonne De Carlo Edmond O'Brien O—90 min. (Rev. 10/2/51) MY FAVORITE SPY Bob Hope Hedy Lamarr C—93 min. (5110) (Rev. 10/5/51)	OESERT OF LOST MEN Alan "Rocky" Lane O—54 min. (5063)	DOUBLE DYNAMITE Groucho Marx Jane Russell C ON DANGEROUS GROUND Ida Lupino D A GIRL IN EVERY PORT Groucho Marx William Bendix Marie Wilson C THE HALF-BREEO (Color) Robert Young Janis Carter O	(Dec. Releases) THE GIRL ON THE BRIDGE Hugo Haas Beverly Michaels D FIXEO BAYONETS Richard Baschart Michael O'Shea D ELOPEMENT Clifton Webb Anne Francis C I'LL NEVER FORGET YOU (Color) Tyrone Power Ann Blyth D	(Renown) A CHRISTMAS CAROL Alastair Sim D—86 min.	(Dec. Releases) THE STRANGE OOOR Charles Laughton Boris Karloff D—81 min. (204) MEET OANNY WILSON Frank Sinatra Shelley Winters C—86 min. (205)		
Nov. 25	MAN IN THE SAOOLE (Color) Randolph Scott Joan Leslie O PURPLE HEART OIARY Frances Langford Judd Holdren MD	TALES OF ROBIN HOOO Robert Clarke Mary Hatcher D (5008)		THE LONGHORN Wild Bill Elliott O—70 min. (5223) (Rev. 10/9/51)								GALLOPING MAJOR Basil Radford C—82 min. (Rev. 10/19/51) (Release 8/24/51
Dec. 2	PECOS RIVER Charles Starrett Smiley Burnette O	HOME TOWN BOY Harold Lloyd, Jr. Cathy Oowns C (5022)	THE LIGHT TOUCH Stewart Granger Pier Angeli D—110 min.	TEXAS LAWMEN Johnny Mack Brown O-54 min. (5146)					(Philip A. Waxman) THE BIG NIGHT John Barrymore, Jr. D—94 min.		STARLIFT Doris Oay Gordon MacRae M—103 min.	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)







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Magnificent JANE WYMAN once again deeply touches your heart . . . as she did in the ever-to-be-remembered *Johnny Belinda* . . . this time as the woman *Louise*, another truly great role that only JANE could portray.

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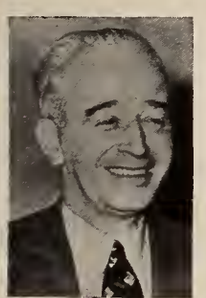
VOL. 70. NO. 87 NEW YORK, U. S. A., FRIDAY, NOVEMBER 2, 1951 TEN CENTS

ALLIED VOTES ARBITRATION; HITS PRICE-FIXING, RENTALS

Rodgers Faces Up to Allied For 2nd Day

By SHERWIN KANE

William F. Rodgers, Loew's vice-president in charge of distribution, who was obliged to excuse himself from the Allied States forum with top sales executives on Wednesday before the session had concluded, returned voluntarily to the arena yesterday, neither bloody nor bowed.



William F. Rodgers

In fact, without even the moral support of the presence of six or seven of his fellow executives who had been on hand the day before, Rodgers faced the exhibitors alone, and with no apparent qualms. In fact, he was in such fine fettle that no one, not even Sidney Samuelson, ventured a sarcastic sally directed at him.

Wilbur Snaper, president of New Jersey Allied and chairman of the convention, led off with these ques-

(Continued on page 3)

Coast Pledges More P.A. Names Says O'Donnell

A promise of greater Hollywood participation in forthcoming "Movietime U. S. A." personality tours was relayed to the industry yesterday by Robert J. O'Donnell, national "Movietime" director.



Robert J. O'Donnell

Speaking at a luncheon in his honor tendered by the Associated Motion Picture Advertisers at the Hotel Piccadilly here, O'Donnell told of his recent visit to the Coast where he said many stars told him "to count them in" in any future "Movietime" tours. It was the success of the campaign and the favorable impression left with those that participated that led many non-participating

(Continued on page 7)

Convention Recommends An 'All-Inclusive' Industry Arbitration System; Requests Campaign Against 'Excessive' Film Rentals

By CHARLES L. FRANKE

Allied States Association's three-day convention at the Biltmore Hotel here ended late yesterday following the passage of three final-day resolutions which instructed the Allied board to take specific action designed to correct two alleged abuses relating to film pricing and informed the board that the convention favored "all-inclusive arbitration for the motion picture industry."

Within the Law

If a distributor asks terms in excess of 40 per cent for a picture, wouldn't a theatre have to raise its admission prices in order to play that picture? Joseph Fineran of Franklin, Ind., asked W. F. Rodgers, Loew's sales chief, at the Allied convention yesterday.

Rodgers replied he didn't see how "the theatre or we" could make money on such deals without raising prices, "but we won't tell you or any theatre what to charge."

The resolution on arbitration, which represented the outstanding surprise of the convention, was passed over the objection of a small minority of delegates led by Ted Mann of Minneapolis, and following a vigorous appeal by Jack Kirsch of Chicago for Allied's participation in the formation of an all-industry arbitration system.

The board is expected to approve the three resolutions, since it had handed over to the convention on its first day the responsibility for formulating policies for board action. This was a complete reversal of usual convention procedure.

Allied's action in favor of arbitration means that a conference soon may take place between representatives of that organization and Theatre Owners of America preparatory to the making of a formal approach to the distributors calling for the establishment of arbitration machinery. What could re-

(Continued on page 6)

What Allied Meeting Did

The following resolutions were adopted at the closing session yesterday of Allied States' 18th annual convention and sent to the board of directors for ratification or further action, as required. The board will meet here this morning for that purpose.

"Illegal" fixing of admission prices and other "illegal" trade practices brought to Allied's attention—The resolution mentioned 20th Century-Fox's sales policy for "David and Bathsheba" specifically, and directed the board to gather information on that and other complaints of the kind and take such action as may be indicated thereby.

"Excessive" film rentals—If local remedies are unobtainable to take such complaints to home offices of distributors, or to conduct a campaign in the trade press, organization bulletins, etc., informing and warning exhibitors of the danger to them of such policies.

Arbitration—Approved an "all-inclusive" arbitration system covering clearance and prints; competitive bidding, film rentals, forcing of any product, including shorts, enforced increased admission prices, runs and any other subjects deemed pertinent; the system to use industry arbitrators who will choose the third member.

Drive-Ins—Recommended that drive-ins as a class be accepted by Allied as equal to standard theatres and support given to end "distributor discrimination" against them in the matters of selling preferred playing time, determining film rentals and discouraging competitive bidding and excessive multiple runs.

RKO 3-Month Net $588,816

The operations of RKO Pictures Corp. and subsidiary companies for the three months ended Sept. 29, resulted in a net profit (unaudited), after all charges, of $588,816.

For the nine months ended Sept. 29, operations resulted in a net loss (unaudited), after all charges, of $145,904.

Inasmuch as RKO Pictures Corp. commenced operations on Jan. 1, 1951, there are no comparable figures for similar periods of 1950. The RKO theatre company and the picture company were split last January under the New York consent decision.

Honor 4 at Allied Fete

Adolph Zukor, Paramount Pictures board chairman; R. J. O'Donnell, director of the Council of Motion Picture Organizations' "Movietime U. S. A." campaign; Col. H. A. Cole of Texas Allied, and Trueman T. Rembusch, president of Allied States Association, last night received from the national exhibitor organization embossed plaques in recognition of special achievements.

The presentation of the plaques was the highlight of the annual Allied banquet at the Hotel Biltmore here. The banquet marked the conclusion of

(Continued on page 3)

Personal Mention

Y. FRANK FREEMAN, vice-president and studio head of Paramount Pictures, will leave here today for Hollywood.

•

TERRY O'NEILL has become the father of twin girls, PEGGY and PAMELA. It was erroneously stated here yesterday that LLOYD LIND, Monogram's supervisor of exchange operations and O'NEILL's superior, had become a father of twins.

•

OSCAR MORGAN, general sales manager of Paramount Short Subjects and newsreels, will leave here for Philadelphia today to continue his current tour of exchange cities to review short subjects operations. He will return to the home office on Monday.

•

M. L. SIMONS, assistant to H. M. RICHEY of the M-G-M exhibitor relations department, is in Sheboygan, Wis. today and will be in Milwaukee at the weekend. On Monday he will leave for St. Louis and Kansas City.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, leaves for New Orleans today from Jacksonville on his current branch inspection tour. He will return to the home office on Monday.

•

MORGAN HUDGINS of the M-G-M studio publicity department, is in Atlanta today and will be in Washington tomorrow.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, are in Phoenix, Arizona, on a Western tour.

•

JAY BONAFIELD, RKO Pathe vice-president in charge of production, will leave here today for a week of deer-hunting in Maine.

•

HOWARD STRICKLING, M-G-M studio publicity head, will return to the Coast today from New York.

'American,' 'Desire' High in Boston

BOSTON, Nov. 1.—M-G-M's "An American in Paris" grossed nearly $50,000 at the two Loew's Boston theatres in its first week, which ended last night. Loew's Orpheum grossed $29,000 while Loew's State grossed $20,000.

Warner's "Street Car Named Desire," at the Astor here, grossed $24,000 in its first week, this theatre is playing the film at $1.20 top, while "An American in Paris" is playing the Orpheum and State at $1.10.

Ted Rhodis Is Promoted Here

Ted Rhodis has been promoted to manager of the Skouras circuit's Grand Theatre in Astoria, Long Island, from the management of the circuit's Pilgrim Theatre in the Bronx.

Further Improvement In Grosses Reported by U. S.

WASHINGTON, Nov. 1.—A further comeback in box-office receipts for all types of amusements, except roof garden and cabarets, on which Federal excise taxes are levied, was revealed in the Treasury Department's monthly report on excise tax collections. Film theatres admissions account for most of the collections.

There was a marked upturn in the third 1951 quarter collections. The treasury revealed that during the quarter admission tax receipts reached $93,784,049, more than one-and-a-half per cent greater than the $92,199,945 collected in the same three months of last year. All of the increases in the 1951 quarter occurred during August. There were modest declines in July and September.

This was also the first 1951 quarter in which admission tax collections exceeded a like period of last year.

Collections for the first nine months of 1951 reached $250,223,247. Last year during the same period $260,692,651 was collected by the treasury.

MPE of Fla. Elects Hensler President

JACKSONVILLE, FLA., Nov. 1.—Maurice E. Hensler of Auburndale, Fla. has been elected to succeed Bolivar Hyde of Lakeland, as president of the Motion Picture Exhibitors of Florida at a meeting here which was attended by 150 members. Hyde was named chairman of the board of directors.

Other new officers elected are Hugh G. Morton, Sr., first vice-president; Horace Denning, second vice-president; William Cumbaa, secretary; Robert Cannon, treasurer. Al Rothschild and Ed Winburn were named members of the unit's board of directors.

Fred Kent was elected regional vice-president of the Theatre Owners of America and Mark Chartrand was named a member of the TOA board of directors.

Two-Week Extension For Schine Seen

WASHINGTON, Nov. 1.—Indications that the Department of Justice will grant the Schine circuit another two-week extension to divorce itself of the stipulated seven theatres were strong here today. Schine's bid would extend Monday's deadline for the divestiture under the consent decree.

Warner Bros. Film At Music Hall

Warner Brothers' "I'll See You in My Dreams," musical based on the life of Gus Kahn, is expected to be the Christmas attraction at New York's Music Hall, following M-G-M's "Pandora and the Flying Dutchman," which, in turn has been dated to follow M-G-M's "An American in Paris," present tenant at the theatre.

Science-Fiction Film A Staple, Says Pal

Science-fiction films are becoming staple product, to be compared with the Westerns, musicals and dramas insofar as public preferences go, George Pal, Paramount producer, declared here yesterday.

Pal, who made "Destination Moon" and whose "When Worlds Collide" is soon to go into general release, disclosed that he is currently preparing the H. G. Wells story, "War of the Worlds," which should go before the cameras in January. It will be in color by Technicolor.

The former producer of the Puppetoon shorts will follow this up with a film on the life of Houdini, the magician.

As proof of the popularity of science-fiction subjects, Pal cited the fact that "Destination Moon" had already grossed $2,000,000 and that "When Worlds Collide" is expected to recoup its negative cost in the foreign market alone.

Under his current contract with Paramount, Pal is to deliver two to three films annually.

Preparing Report On MPEA's Role

A report covering the activities of the Motion Picture Export Association since its inception in 1946 is being prepared by Irving Maas, retiring vice-president and general manager of MPEA.

Maas said the report would be delivered to Joyce O'Hara, vice-president of the Motion Picture Association of America, shortly. He declined to state the recommendations contained, but said it will cover the full scope of the agency which by the end of the year will be actively engaged in only two countries.

T. J. Howell Joins Para. Gulf Theatres

NEW ORLEANS, Nov. 1.—T. J. Howell, former assistant in buying and booking to J. H. Harrison of Wilby Kincey Theatres, Atlanta, will join Paramount Gulf Theatres on Jan. 1, in an executive position, according to Gaston J. Dureau, Jr., president-elect. Howell will arrive in New Orleans on Monday.

Capitol Will Be Closed Wednesday

The New York Capitol Theatre will be closed all day next Wednesday and Thursday, until 8:00 P. M. in preparation for the world premiere of M-G-M's "Quo Vadis" Thursday evening. The box-office will remain open for the sale of reserved seat tickets for the premiere only. Regular continuous performances of "Quo Vadis" will begin on Friday.

Uphold Ruling on Drive-ins' Right To First-run Films

PHILADELPHIA, Nov. 1.—A three-judge U. S. Circuit Court of Appeals upheld two to one the precedental District Court ruling here last November giving drive-ins the right to obtain first run product on a competitive bidding basis. The decision also upheld the lower court's finding that the film companies had violated the anti-trust laws by refusing first run product to the Boulevard Drive-in, Allentown, Pa.

Denied Appeals

Federal Circuit Court Judge Austin L. Staley's decision denied appeals by all parties, plaintiff David E. Milgram, owner of the Boulevard, the eight major distributor defendants and several intervening defendants representing first run houses in and around Allentown. Judge Biggs concurred with Judge Staley. Judge Hastie dissented.

Asked No Monetary Damages

Milgram, who asked no monetary damages, had appealed to recover attorney's fees of $25,000 from the film companies. The distributors asked for review and elimination of the injunctive relief granting the Boulevard first run status. The interveners, Hamilton Street Realty, Embassy Corp. of Allentown, Max Korr Enterprises and College Theatre Amusement Co., based their appeal on the assumption that they were entitled to protection as regular customers of the distributors. They claimed that the seasonal drive-in skimmed the cream off first run product by its ability to outbid them during its most profitable season.

NEW YORK THEATRES

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"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
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An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

COLUMBIA PICTURES presents
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with BRODERICK CRAWFORD
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JEAN CARROLL
THE BILLY WILLIAMS QUARTET
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BOYD RAEBURN & HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

JERRY WALD and NORMAN KRASNA
Present
JANE WYMAN in
THE BLUE VEIL
CRITERION B'way & 45th St.

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Honored by Allied



Adolph Zukor



Trueman Rembusch

Allied Banquet

(*Continued from page* 1)

the 18th annual Allied convention which began on Tuesday following two days of organization board meetings.

An estimated 500 delegates, wives and guests witnessed the presentations. Zukor was honored for his years of distinguished service to the industry, O'Donnell and Cole for their work on "Movietime," and Rembusch for his contributions to exhibitors' information in the field of electronics.

Sees Mexican Film Industry Collapse

MEXICO CITY, Nov. 1.—The Mexican motion picture industry faces collapse, Eduardo Vidal Cruz, manager of the trade's own bank—the Banco Nacional Cinematografico—asserted in a press interview here.

Among the reasons he gave for this prediction was excessive production, which he say causes more than half the films produced to be stored, thereby yielding no prompt return on investment. The hurriedly-made, inferior films, he declared, as well as those that "openly offend social morals to the point of closing foreign markets to them," is another problem. He also mentioned "a marked invasion of foreign pictures which offer unfair competition."

A financial reason given was that while the Bank has a nominal capital of $4,004,000, it only has $462,000 available yearly to finance a third of the pictures made in Mexico.

Company Heads Had Low Allied 'Hooper'

If company presidents and other top home office executives happened to hear some of the remarks made yesterday about their appearance at the Allied States convention luncheon on Tuesday, they might think twice before accepting an invitation to another. For example:

Jack Kirsch, Chicago: "All the company presidents said was a word of encouragement. It wasn't worth taking up the time of 500 exhibitors."

In similar vein from Ted Mann, Minneapolis, and others.

Rodgers Faces Up to Allied

(*Continued from page* 1)

tions, directed at Rodgers:

Just what is a pre-release engagement?

Exactly what autonomy is vested in M-G-M branches?

When previews are held, just when does clearance on the previewed pictures start and how many pictures are theatres getting the previews allowed to exhibit in a single day?

When prints are delayed 14 to 30 days after availability, does not the contract involved become meaningless and shouldn't the price of the picture be reduced to compensate for the delay? The question included another: Just who is to blame for the print shortage?

What can exhibitors do to counteract the "evasiveness" of distribution executives who decline to face exhibition's problems. Can we do anything other than go "hat in hand" seeking adjustments?

As Snaper finished, Ted Mann of Minneapolis interposed: "All that should have been asked yesterday when the other sales managers were here. You're talking to four walls today." With evident sarcasm, he added: "I compliment the board on the job done yesterday."

Snaper remarked, in reply, that the sales executives of the other companies had given definite assurances that they will take action on all complaints of merit.

Rodgers confessed frankly that he couldn't define a "pre-release." M-G-M uses them occasionally, he said, to determine the best policy and treatment for marketing and exploiting outstanding productions. In doing so, it tries to select cities in which the pre-release will affect clearance the least.

He reiterated that "Quo Vadis" will be a pre-release, "because it's a $7,000,000 investment" and that is the best way to "find out how to play it." The policy will be used in territories where M-G-M can get the greatest revenue, he said.

On local autonomy, Rodgers related that M-G-M sales managers visit every company branch at least once yearly and consult with branch managers and some of the salesmen, reviewing every theatre situation to determine whether "fair deals" are being negotiated. The branch managers have the right, Rodgers said, to change the terms, make adjustments or do anything else called for by the circumstances, "and if they tell you they haven't that right, they're not telling the truth and you can tell them so with my compliments."

On prints, Rodgers reiterated M-G-M is using more now than at any time in its history. The blame for the shortage, he said, lies with the law, which places the burden of proof of fair clearance on the distributor. The distributor is "in trouble" any time an exhibitor thinks his clearance is unfair. Therefore, more and more theatres demand and get the same run. M-G-M, he said, is making a continuing effort to establish fair clearances.

"I can't tell you how many pictures a day a theatre should run," Rodgers said. "Some of our pictures are not as good as others."

M-G-M does not want the exhibitor to come into its offices "hat in hand" with any grievance or for adjustments. "Our doors are open. We're partners with you. We will adjudicate any just complaint."

Says MGM Had 500 Bidding Situations

M-G-M has had 500 situations in which it conducted competitive bidding, W. F. Rodgers, distribution vice-president, told the Allied States convention yesterday.

The number was reduced by 40 in the past 30 days and the effort to continue the reduction is continuing, he said, but reminded that the government decree forces some bidding.

William Carroll of Indiana asked whether Rodgers had examined the ratio of MGM's prints today to the number of accounts being served. Rodgers replied he had and that "MGM now is serving fewer accounts than it did five years ago, on an average."

Joseph Fineran of Franklin, Ind., wanted to know how the Capitol Theatre, New York, could play "Quo Vadis" at "regular admission prices" if, as seemed to be the case, other theatres around the country which buy the picture will have to raise their prices for it.

Rodgers conceded that the Capitol's price for continuous run will be less than the Astor's, where "Quo Vadis" will play simultaneously on a two-a-day basis. Those tests, he said, will determine whether it is best to play the picture on a reserved seat or continuous policy. Six other Loew's theatres in different parts of the country will play the picture on different policies as part of the tests, he said.

After stating that he was sure the Capitol would not maintain its established prices for the "Quo Vadis" engagement, Rodgers apparently sent out for confirmation and later told the convention that theatre's price policy would be a boost from 55 to 90 cents weekday morning; from 90 cents to $1.25 afternoons; from $1.25 to $1.50 evenings, and to $1.80 nights. The Saturday-Sunday scales will range from $1.25 to $1.80, compared with a standard $1.00 to $1.50.

On distributor assistance to distressed theatres, Rodgers reminded the convention that he already had promised to do "anything I can" to help keep a theatre open. "I have said it before and I say it again."

He invited exhibitors to forward any complaints concerning Wilmark checkers on M-G-M engagements to Allied officials or to himself and, asserting that there had been very few such complaints, promised that they would be taken care of if they had merit.

Use of the Wilmark service is "no economy," he said. "We simply think it's a more dignified way of doing business."

J. B. Fishman of New Haven wanted to know if M-G-M wasn't inclined to favor its old customers. "I was until the government said we couldn't," Rodgers replied.

Snaper Cites Allied 'Power'

Members of Allied who are given to complaining about trade practice difficulties without taking the trouble to seek corrective action by their regionals or the national organization were roundly scolded yesterday by Wilbur Snaper, president of New Jersey Allied and coordinator in New York of the Allied Film Committee.



Wilbur Snaper

Snaper delivered his chastising remarks at the final session of the three-day Allied convention at the Hotel Biltmore here. He served as convention chairman.

"Don't just beef and then wonder why you're still suffering," he told the assembled delegates. "Use the tremendous power Allied has; it is proven power, effective power."

The convention paid tribute to Snaper for his handling of the convention arrangements in a resolution which was voted unanimously. It read: "Be it resolved by this convention that the sincere thanks and appreciation are accorded the New Jersey organization for the handling of this convention, specifically our general chairman, Wilbur Snaper; the convention manager, August Bacolini, and the secretary, Salli Fisher."

Dieterle Signs 6-Year Contract With Col.

HOLLYWOOD, Nov. 1.—William Dieterle was signed to a long term director-producer contract by Columbia Pictures, calling for four pictures over a period of six years, it was announced here today by the studio. The deal was handled by an agent for Dieterle, Mike Levee.

Actor at Conventions

HOLLYWOOD, Nov. 1.—Barry Sullivan, M-G-M star, will represent the industry at two conventions next week. On Nov. 5 and 6 he will attend the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois' convention at the Chase Hotel in St. Louis. On Nov. 7, he will go to Kansas City to appear at the convention of the Kansas-Missouri Theatre Owners.

Novins to Talk in Boston

BOSTON, Nov. 1.—Louis A. Novins, executive assistant to Barney Balaban, president of Paramount Pictures, in New York, will discuss "The Maciver Report" at the annual meeting of the New England regional board of the Anti-Defamation League at the Hotel Somerset in Boston Sunday afternoon.

To Make TV Product

HOLLYWOOD, Nov. 1.—Irving Allen, producer and Cubby Broccoli, formerly with Famous Artists Agency, have organized Warwick Film Productions, Inc., to produce at Motion Picture Center, two series of television films.



Columbia Pictures presents

BURT LANCASTER in **TEN TALL MEN**

in Color by **TECHNICOLOR** with **JODY LAWRANCE**

Gilbert Roland · Kieron Moore · George Tobias · Screen Play by ROLAND KIBBEE and FRANK DAVIS · Produced by HAROLD HECHT

A NORMA PRODUCTION · Directed by WILLIS GOLDBECK

BORN YESTERDAY!



AT THE VICTORIA, N.Y.

LARGEST SPECTACULAR EVER! Topping Times Square and stopping crowds at the Victoria! It's 83 feet high and 125 feet wide with 4100 lights and a 65 foot figure of Burt Lancaster.

Allied Meet Votes Arbitration

(Continued from page 1)

sult from such an exhibition-distribution meeting is debatable, for the fact that a number of distribution companies have gone on record as opposed to "all-inclusive" arbitration may spell conflict. TOA has for long championed arbitration.

The trade practice problems cited for action in resolutions were "illegal fixing of admission prices" and "film rentals."

As read by Charles Niles, convention resolutions committee chairman, the former carried this wording:

Case of 'David'

"It has been brought to the attention of this convention that 20th Century Fox Film Corp., in the case of 'David and Bathsheba', has been forcing the theatre to increase its admission prices as a condition for playing the picture.

"The board of directors are requested through their general counsel (Abram F. Myers) to gather all available information on this violation by 20th Century Fox, of the law and of the court's decree, and to take such action thereon as is warranted by the facts.

"It is recommended that the board also instruct its general counsel to take similar action whenever or wherever such violations of the law and of the decree by any other film company is called to their attention."

The resolution on film rentals was worded thus:

"During the current box office recession certain distributors are demanding a larger share of the diminishing box-office dollar by direct and indirect methods including: (a) insisting on percentage terms in situations formerly playing on a flat rental basis, (b) higher flat rentals and higher percentage terms, (c) refusal to adjust, and (d) raising the floor in sliding scales and lowering the ceiling on split figures."

Action Recommended

Action was recommended as follows:

"(a) That film rental grievances which cannot be adjusted locally be forwarded through the regional association to the coordinator of the Allied Film Committee in New York (Wilbur Snaper) for presentation to the home offices.

"(b) That the board of directors be urged to inaugurate and conduct a vigorous campaign for information and education through the use of trade paper advertising, organization bulletins and through the Allied Caravan, the purpose of which will be to alert all of the exhibitors of the United States to the dangers lurking in the enforced sales policies of the film companies as herein set forth."

Subjects recommended for arbitration were: clearances and prints, competitive bidding, film rentals, forcing of pictures, illegal setting of admission prices, runs and "any other important problems affecting the operation of the motion picture industry."

Mann, who earlier in the afternoon session criticized the convention for not having solved exhibitor problems, urged vehemently that the arbitration resolution be defeated.

"How are you going to arbitrate when the distributors don't want to arbitrate?" he inquired of Niles. "Let's not arbitrate—let's use the services of our counsel and go to the Department of Justice," he declared. Sidney Samuelson of Philadelphia also opposed the arbitration resolution.

Kirsch, in an address that charged distributors were impervious to theatre closings due to hardship, urged arbitration of "everything—film prices —everything." Perhaps, he said, bidding can be abolished thereby and "a split of product between competitors can be worked out." He said also that William F. Rodgers, M-G-M distribution vice-president who was present at the session, told him that "bidding can be suicide." H. A. Cole of Texas also spoke in favor of arbitration.

"I've asked Abram Myers to tell the distributors to re-write the decree so we will know what to do. Neither we nor the distributors know what it's about," declared Kirsch. Then referring to the convention's achievements he said: "I've come a long way from Chicago and am satisfied that I've gotten my money's worth."

Trueman T. Rembusch, Allied president, who conducted the session, had announced at its opening that in deference to time limitations he would limit each speaker to three minutes. He did not succeed for long in keeping that rule, although he tried valiantly.

Joined Mann

Another delegate who joined Mann in observing prior to the reading of the resolutions that "nothing constructive" had been accomplished by the convention was Harry Perlman of Philadelphia.

Kirsch, who was chairman of the buyers and bidding clinic wherein the resolution on arbitration was conceived, said the clinic did not envisage an arbitration system under the "expensive" American Arbitration Association, but rather a panel consisting of an exhibitor representative, a distributor representative and a third member selected by the other two. He said the clinic foresaw the abolishment of "a lot of the industry's law suits" through such arbitration.

Myers, who was called upon to clarify some doubts that were expressed over the feasibility of an arbitration system, also said the AAA was not envisaged as a part of it. He said frankly that he, as Allied's general counsel, favored an arbitration plan as outlined in the resolution. Myers also is Allied board chairman.

Monogram, Republic, United Artists and Bing Crosby were condemned from the convention floor for selling films to television. One exhibitor complained that Monogram's "Dead End Kids" pictures played on TV before they were shown at his theatre, and that UA's "Red Stallion in the Rockies," a one-time Eagle Lion release, also gave him the same experience.

Niles, Iowa-Nebraska Allied official, singled out Paramount as a trade practices offender in his remarks prefacing the reading of the resolutions. However, the film rentals resolution cited other companies also in indicting sales policies. "Some examples of these practices are the selling policies of Paramount on 'That's My Boy,' 'A Place in the Sun,' 'Here Comes the Groom' and possibly others," it read. Continuing: "Warners on 'Captain Horatio Hornblower,' 'A Streetcar Named Desire,' Metro on 'Showboat,' and RKO on 'Alice in Wonderland.'

"Film rentals," it went on, "have now climbed to such an extent that together with the inescapable increase in overhead and operating costs, the inevitable results are shrinking profits and in many, many theatres losses where exhibitors are using up reserves and depleting their capital. The expressed justification for these inequitable demands in film rentals is the necessity for maintaining dividend payments to the stockholders while, at the same time, maintaining an extravagant scale of salaries to the upper echelon in the industry—a scale that is without equal in any other industry."

Kirsch in the address he made prior to the resolutions reading had said: "I'm a stockholder; if they don't get dividends, so what! So there was no profit in distribution this year — so what! Later on, after the theatres have been helped then pay the dividends."

Ben Berger of Minneapolis delivered an attack on distributors who "insist on a 40 per cent top in small situations." He declared that the situation in that respect today was worse than it ever had been in the 32 years he has spent in the industry.

O. F. Sullivan, chairman of the Allied "film clinic" on drive-ins, offered the convention a resolution calling for the abolition of distributor discrimination against drive-ins on the basis of the nature of their operation. The resolution called also for the pricing of product for drive-ins under a system which would take cognizance of year-long operating overhead against six-to-eight months of actual operation. Distributor cooperation in eliminating excessive multiple day-and-date runs also was called for under the resolution.

Moe Horowitz of Cleveland spoke against adoptions of the resolution by asserting that "Drive-ins should clean their own house before asking the convention to cooperate with them." He criticized drive-ins for "letting carloads of kids in free."

Sullivan replied that drive-ins like regular theatres "have some indiscreet operators but that doesn't mean all drive-ins are offenders." The resolution was passed by a comparatively close show-of-hands vote.

Berger in his address suggested that the convention demand that the Allied board request Congress to pass a law "establishing an agency to have control over distribution." The convention neither discussed nor acted in any other way on the suggestion.

HELP WANTED!

★ H.A. was one of the industry's advertising-publicity greats. His ideas made fortunes for the stars and producers he handled in long years of service

Recently, he was found starving, living on handouts. He died in a charity ward, friendless and a pauper.

THIS MUST NOT HAPPEN AGAIN IN OUR INDUSTRY. ALWAYS THE FIRST TO HELP OTHERS, IT'S TIME TO HELP OUR OWN. DO YOUR SHARE BY BUYING TICKETS TO



Proceeds to The Foundation of the Motion Picture Pioneers, Tax Deductible.

Tickets $5. to $25. available at Room 170 Hotel Astor

Reception for Autry

There will be a reception at the Museum of Modern Art here on Monday afternoon for Gene Autry, at which the cowboy star will present to the Museum's Film Library a print of his "Mule Train."

. . . And Silence for That Other Sheet

The Allied States convention approved and sent to the Allied board of directors a resolution asking that messages be sent to the publishers of *Look* and *Coronet* magazines commending them for the recent publication of articles on the industry of a constructive and helpful character.

O'Donnell Tours

(*Continued from page* 1)

personalities to desire to do so in the future, O'Donnell explained.

Flanked on the AMPA dais by distributor advertising executives who aided in the execution of the drive, O'Donnell estimated that more than $1,000,000 in free advertising space was allotted to the industry in press coverage of the various "Movietime" projects. The Texas circuit executive also estimated that more than 100,000,000 persons across the country were brought into contact with the campaign by the tours of from 150 to 180 Hollywood personalities.

Long-term Measure of Success

On the question of its immediate effect on the box-office, O'Donnell declared that "Movietime" was not designed to register there immediately, but that millions of people throughout the country were made aware of forthcoming good pictures and the success of the campaign should be measured in longer terms.

The "grass roots" reaction of the American people was told in glowing terms, he added. Another major accomplishment of the campaign was that it unified exhibition and production and the business offices in the nation with Hollywood, O'Donnell said.

In his tribute to O'Donnell, Ned E. Depinet, RKO Pictures president, also mentioned the eagerness of Hollywood personalities to participate in future tours. Depinet, who is also president of the Council of Motion Picture Organizations, thanked the salesmen and branch managers who sold the campaign to exhibitors, many of the latter being reluctant to join.

Arthur L. Mayer, COMPO executive vice-president, another featured speaker yesterday, said the industry needed more men like O'Donnell who put the industry's welfare above private considerations and act as a unifying influence.

Plaque to O'Donnell

In an added tribute, a plaque was presented to O'Donnell from the Gonzales, Texas, Warm Springs Foundation for O'Donnell's part in raising $250,000 among Texas theatremen to aid the hospital for crippled children. Miss Anseth Teel of Fort Worth, a former polio patient, made the presentation.

Among those also honored on the dais with O'Donnell for their parts in the "Movietime" drive were Charles McCarthy, co-ordinator of the campaign; Max Youngstein, assistant co-ordinator; Barret McCormick, head of the pressbook project; Arthur Schmidt, head of publicity; Mort Blumenstock, in charge of star tours, and Jerry Pickman, who handled national radio publicity.

Allied Time, New York

By RED KANN

ALLIED decided for arbitration on its own terms yesterday and at once raised doubts about the outcome.

It was Jack Kirsch who, more or less, prepared the convention for the resolution which followed. He was exhorting the distributors to lend a helpful hand to distressed exhibitors—the little fellows—excoriating "empty promises" and even suggesting maybe the distributors might well forego profits for a year all in the cause of keeping theatres from shuttering. But, if an arbitration system within the industry—outsiders like the American Arbitration Association ruled off—could encompass film prices, product splits, competitive bidding, this he thought might be the answer.

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Along came Charlie Niles with the resolution that covered this ground, and more. Its text, unanimously approved with Ted Mann a stentorian and lone dissenter, revealed Allied wants the all-inclusive type of system, broad enough at the base to accommodate clearances, bidding, film rentals, forcing of product, illegally fixed admission prices, runs and any other subject of importance.

The doubts which shape up very quickly include these: Distributors are not apt to cotton to adjudications involving the sweep of trade practices which Allied struck for. Besides, there is the slightly involved task of getting Allied and TOA to join hands on what areas properly fit into a voluntary arbitration system. The two national organizations will have to get together on this before distributors will listen.

Anyway, it was a step.

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Details of what transpired at the various film clinics also began to emerge. The distributors at large didn't come off so well. There were pretty violent reactions to the pre-release run policy, with a specific concentration on 20th Century-Fox for "David and Bathsheba" and a resolution alerting Abram F. Myers to check with a view toward formal action against this company and any others if such a course turned out to be warranted.

An array of unkind words also was let loose on film rentals. Here distributors were charged with tactics involving increased formulas where percentage now prevails, upping sliding scales, lowering split figures, moving flats into percentages, etc. Never bashful about naming names, the resolution unanimously adopted in this connection cited M-G-M, Paramount, RKO and Warner.

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Bill Rodgers made a second appearance yesterday, the only ranking distribution executive to do so. As he finished answering questions which reaffirmed established M-G-M policies and revealed some facts not hitherto reported, he drew applause and this from John Wolfberg, "You have enhanced your reputation today by some of your straight answers."

Applauded was Rodgers' straight-away statement that the Metro sales force operates under a clear-cut policy of local autonomy; that he is ready to arbitrate clearance wrangles "at any time"; that Metro wants what it regards as its just due and no more, and in direct reply to Kirsch, will do its best to prevent any theatre from closing.

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Purpose of test runs of "Quo Vadis" is to decide policy: whether continuous runs, reserved seats or a combination of both, it developed. "No matter what the terms, they won't be liked and that's for sure," commented Rodgers. Moreover, he acknowledged readily that the policy would mean increased admission prices. "I can't see the exhibitor or Metro, for that matter, coming out otherwise." . . . Surprise note: Despite those 3,000 or more drive-ins around the nation, Metro on the average is serving less accounts today than five years ago. . . . And despite all of the conversation on competitive bidding, Metro does it in only 500-odd situations and that's been cut by about 40 in the last month. That company's official view on bidding, as per Rodgers: "We don't need that kind of blood money and we don't want it."

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Benny Berger harangued for a Federal law controlling production and distribution, but Allied men didn't react. He also got himself involved in "Movietime, U.S.A.," but couldn't remember its name. And that after National Screen had blanketed the convention hall with banners, most of them staring Berger in the face. . . . "It's an insult that Paramount was not represented at the sales managers' panel," boomed Charlie Niles. . . . Ted Mann and Trueman Rembusch got into a sharp verbal tussle. Rembusch maintained Mann failed to stick to the subject: arbitration. Mann insisted he had. He also insisted on recording his dissatisfaction over the manner in which the convention had been conducted. . . . Myers thought the arbitration proposal a good one, "but remember I never owned a theatre." . . . Allied got around to television in the very last stretches. A move by Harry Perlman to chide Republic, Monogram and UA for selling films to TV was referred to the board. . . . "Thank you, Mr. Wolfson," said Jack Kirsch to John Wolfberg. . . . Unavailing last-ditch proposal came from L. C. Montgomery. He was for the Allied and TOA boards to enter a joint huddle with distributors on mutual problems. Fractionally thereafter, Trueman Rembusch declared the meeting adjourned.

Citation for Sperling

LOS ANGELES, Nov. 1. — Milton Sperling received the American Legion Citation tonight in special Marine Corps ceremonies at Patriotic Hall. The producer, a Marine reserve major, was honored by Los Angeles Post No. 8 in recognition of the film activities of his United States Pictures Co., which releases through Warner Brothers.

Skouras Host to Greeks

HOLLYWOOD, Nov. 1.—Charles P. Skouras, president of National Theatres, entertained a group of Greek military officers at a luncheon at 20th Century-Fox studio today. The visitors, who are guests of the United States Air Force, include Air Marshall Emanuel Kelaides, chief of staff of the Royal Hellenic Air Force, it was learned here.

Trad TV Set to See Wis. Northwoods

Mrs. C. L. Roser, Baraboo, Wis., won the Allied convention drawing for a Trad television set here yesterday.

"If there's no television up there in Baraboo, she can use it for an ice box," said Wilbur Snaper, who conducted the drawing.

Marilyn Silverstone Bringing Art Series

Marilyn Silverstone will arrive here from Europe on Monday on the S. S. QUEEN MARY with the footage for six Art Films productions filmed abroad during the last eight months. Miss Silverstone was associate producer of the series.

The ten-minute short subjects, which will be distributed by 20th Century-Fox, are in color and deal with Botticelli, Rembrandt, Vermeer, Degas, Renoir and Raphael. Miss Silverstone's itinerary included England, Spain, France, Italy and Holland.

TWA's 'Letter' Previewed

TWA Airlines yesterday held a press reception and screening of its institutional film, "Letter to A Pilot," at RCA's Johnny Victor Theatre here. The featurette, running 27 minutes, is a behind-the-scenes story of a TWA flight from Los Angeles to New York. Others present included Ralph Damon, TWA president; E. O. Cocke, sales vice-president, and Bill Ganz, president of William Ganz Associates, which will release the production.





TRADE SHOWINGS

ATLANTA	Hilan Theatre	Wed. 11/7	9:15 P.M.
BOSTON	Keith's Memorial	Tues. 11/13	8:15 P.M.
BUFFALO	Century Theatre	Fri. 11/9	8:30 P.M.
CHARLOTTE	Manor Theatre	Wed. 11/7	9:00 P.M.
CHICAGO	Oriental Theatre	Thurs. 11/8	8:30 P.M.
CINCINNATI	RKO Albee Thea.	Tues. 11/13	9:00 P.M.
CLEVELAND	Palace Theatre	Fri. 11/9	8:30 P.M.
DALLAS	Fox Screen Room	Mon. 11/5	2:30 P.M.
DENVER	Orpheum Theatre	Thurs. 11/15	8:00 P.M.
DES MOINES	Orpheum Theatre	Fri. 11/9	8:30 P.M.
DETROIT	Palms State Thea.	Wed. 11/7	9:00 P.M.
INDIANAPOLIS	Indiana Theatre	Fri. 11/9	8:15 P.M.
KANSAS CITY	Missouri Theatre	Tues. 11/6	8:15 P.M.
LOS ANGELES	Hillstreet Thea.	Fri. 11/9	8:30 P.M.
MEMPHIS	Malco Theatre	Mon. 11/12	8:00 P.M.
MILWAUKEE	Garfield Theatre	Fri. 11/9	8:30 P.M.
MINNEAPOLIS	Orpheum Theatre	Fri. 11/9	8:30 P.M.
NEW HAVEN	Roger Sherman Theatre	Fri. 11/16	8:00 P.M.
NEW ORLEANS	Orpheum Theatre	Fri. 11/9	8:30 P.M.
OKLAHOMA	Center Theatre	Wed. 11/7	8:40 P.M.
OMAHA	Brandeis Theatre	Tues. 11/6	8:30 P.M.
PHILADELPHIA	Mastbaum Thea.	Thurs. 11/8	8:30 P.M.
PITTSBURGH	Stanley Theatre	Wed. 11/7	8:30 P.M.
PORTLAND	Paramount Thea.	Fri. 11/9	8:30 P.M.
ST. LOUIS	Fox Theatre	Thurs. 11/8	8:30 P.M.
SALT LAKE CITY	Utah Theatre	Thurs. 11/15	9:00 P.M.
SAN FRANCISCO	Golden Gate Theatre	Fri. 11/9	8:30 P.M.
SEATTLE	5th Ave. Theatre	Fri. 11/9	8:30 P.M.
SIOUX FALLS	Hollywood Thea.	Mon. 11/19	9:00 P.M.
WASHINGTON	Keith Theatre	Tues. 11/6	8:30 P.M.

RKO RADIO PICTURES

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 88 NEW YORK, U. S. A., MONDAY, NOVEMBER 5, 1951 TEN CENTS

Allied Set to Bypass TOA On Arbitration

Committee Will Go Direct To Companies with Plan

The national Allied board approved at its post-convention meeting here on Friday the resolutions on trade practices and "all-inclusive" arbitration voted by the convention Thursday afternoon, the final day of the three-day gathering in New York of Allied members from many sections of the country.



H. A. Cole

Allied will not seek in the immediate future conferences with the Theatre Owners of America looking to the establishment of an industry-wide arbitration system, but rather will send a commit-

(*Continued on page 4*)

TOA Is Hopeful of Arbitration Action

Herman Levy, general counsel of the Theatre Owners of America, and its principal spokesman for an industry arbitration system, issued the following statement on Friday concerning the Allied States' convention's vote for arbitration:

"I have not seen the resolution and I do not know its details. I am informed, however, that it expresses approval of the establishment of an industry system of arbitration. If this is so we at TOA are very pleased and shall look forward to cooperating with all segments of the industry toward the realization of a workable and effective system to which exhibitors may go for speedy and inexpensive determination of their grievances."

Name 10-Man Compo Unit

Naming of members for the Council of Motion Picture Organizations' nominating committee, which will meet shortly to pick a slate of officers, was completed here at the weekend, with the designation of Barney Balaban, president of Paramount Pictures, to represent the Motion Picture Association of America, and Gael Sullivan, executive director of the Theatre Owners of America, to represent TOA.

The committee's selections will be

(*Continued on page 4*)

Milgram Decision Called 'Shocking'

"Shocking and discouraging" were the words used by one distribution attorney to describe reaction to the U. S. Circuit Court decision in Philadelphia last week holding distributors guilty of violating the anti-trust laws in refusing to sell first-run films to

(*Continued on page 5*)

Distributors Shy at Arbitration Plan

Distribution officials queried on Friday were somewhat puzzled by the "all-inclusive" nature of the proposal for industry arbitration adopted by the Allied States convention here last week. No indications were encountered that any distribution company would agree to the arbitration of film rentals, included in the convention resolution.

The consensus of distribution opinion appeared to be that if Allied is making its arbitration proposals as a beginning, or bargaining basis, and is prepared to give and take in the course of negotiation, something could come of it. If, however, the Allied resolution is to be offered on a take it or leave it basis, few distribution

(*Continued on page 4*)

E. Pa. Unit Still Is Out of Allied

The question of Eastern Pennsylvania Allied's suspension from national Allied remained unanswered on Friday when the Allied States Association post-convention board meeting adjourned and director-delegates left New York for their respective headquarters.

The board considered the question at its final meeting and informed Sidney Samuelson, Eastern Pennsylvania general manager, who was present, that the conditions he made for

(*Continued on page 4*)

RKO Theatres Nets $1,053,844 in First Nine Months

Consolidated net profit of RKO Theatres Corp. and subsidiary companies for the third quarter of 1951 was $502,205, after taxes and all other charges. Profit for the first nine months was $1,053,844, after taxes and all other charges (including profit of $380,577 on the sale of capital assets, before taxes).

Inasmuch as RKO Theatres commenced operations on Jan. 1, 1951, there are no comparable income figures available for similar periods of 1950. The RKO theatre company and picture company were split last January under the New York consent decision.

Profit from operations before taxes

(*Continued on page 5*)

Wald-Krasna RKO Severance Delayed

HOLLYWOOD, Nov. 4.—Decision to postpone for 60 days any action on the continuation of the Jerry Wald-Norman Krasna independent production unit at the RKO Radio studio was reached at a conference held by the two producers and C. J. Tevlin, RKO studio head. Wald-Krasna's two-year option of their five-year deal has expired, and this precipitated the meeting at which both sides expressed dissatisfaction with present arrangements.

The studio contended that too few pictures had been produced by the pair, to which Wald and Krasna countered they had been hampered by "a lack of autonomy" and delays by

(*Continued on page 5*)

Seek Trade Press Aid for 'Salute'

Plans for launching an all-industry campaign to aid the Christmas "Salute" to the Variety Clubs—Will Rogers Memorial Hospital at Saranac were set before trade press publishers and editors at a luncheon-meeting at the Brussels Restaurant here on Friday.

Talks on the scope of the project and the needs of the hospital, which is open to the tubercular of this and other entertainment industries, and members of their families, without charge, were made by Marc Wolf, chief barker of Variety International; Sam Switow of Louisville; Charles

(*Continued on page 4*)

Decca Gets Stock Control Of Universal

Rackmil Buys 271,900 Shares, 32,500 Options

Completion of arrangements for the acquisition by Decca Records of 271,900 shares of Universal Pictures common stock and 32,500 option warrants, was announced by Milton R. Rackmil, Decca president, at the weekend.



Milton R. Rackmil

The acquisitions represent approximately 30 per cent of the Universal common stock outstanding, exclusive of warrants, and approximately 25 per cent of the stock which would be outstanding after the exercise of warrants already issued. In either case, financial circles regard

(*Continued on page 4*)

50% of 20th's Films Ready

HOLLYWOOD, Nov. 4.—Fully 50 per cent of 20th Century-Fox's productions for next year have already been completed or are well along before the cameras. Sixteen are ready and six are shooting, with 12 of the total 22 in color.

The completed films are: "Kangaroo," outdoor adventure filmed in Australia, color in Technicolor; "The Pride of St. Louis," the Dizzy Dean baseball biography; "With A Song in My Heart," the Jane Fro-

(*Continued on page 5*)

Dismissal of CSU Suit Affirmed

HOLLYWOOD, Nov. 4.—The U.S. Circuit Court of Appeals here has affirmed the lower court's dismissal of the anti-trust suit involving many millions of dollars brought against the IATSE and motion picture producers by the Conference of Studio Unions, former-

(*Continued on page 5*)

Personal Mention

LAWRENCE WEINGARTEN, M-G-M studio executive and producer, will arrive here from the Coast on Nov. 16.

•

SAM HARRIS, publisher of *Today's Cinema,* British trade journal, who has been visiting New York from London, has left for a Canadian tour and may return here before going back to England.

•

NORTON V. RITCHEY, president of Monogram International Corp., will arrive in New York from France on the SS QUEEN MARY today.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., will be in Buffalo from New York today, and will return tomorrow.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, will leave here today for Denver and Salt Lake City.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, left here over the weekend for St. Louis, and will be in Kansas City on Wednesday.

•

NORMAN W. ELSON, president of Guild Enterprises, Inc., left here yesterday for Europe.

Vogel, U-I Manager In Albany, Resigns

ALBANY, N. Y., Nov. 4.—Eugene Vogel, Universal-International manager here for eight years, resigned effective tomorrow to take a position as upstate representative of a New York company selling sporting apparel. A member of the Variety Club crew, Vogel was Metro salesman in Albany, Cleveland and Detroit before joining U-I. He is a brother of Joseph Vogel, of Loew's Theatres, New York.

Cole Suit Set for Retrial Tomorrow

HOLLYWOOD, Nov. 4.—Writer Lester Cole's suit against M-G-M has been set for retrial tomorrow before a jury, with Federal Court Judge Leon Yankwich presiding.

Cole's original suit accused the studio of illegal cancellation of his writing contract after he had been cited for contempt by the House Committee on Un-American Activities in 1947. His contention was upheld by the jury in his first trial which awarded him judgment of $70,000. On appeal, the stuido obtained a reversal, sending the action back for retrial in the lower court.

No Paper Tomorrow

Motion Picture Daily **will not be published tomorrow, Election Day, a legal holiday.**

N. Y. Educators to Aid Film Industry

A group of key members of the New York City Board of Education and other leading New York educators were guests of the Organization of the Motion Picture Industry at a dinner and round table discussion concerning the relationship between the schools and motion pictures, at the Plaza Hotel here late last week.

The educators present set themselves up as a coordinating committee to work with the motion picture industry.

Among the several projects discussed, plans for which are now being formulated, is a motion picture course for teachers, with Hollywood writers, directors, producers and stars making guest lecture appearances.

Selznick Product To West Germany

Release of a large block of David O. Selznick productions in Western Germany was announced here at the weekend by Selznick following his return from Europe.

Selznick, who said he was speeding up his overseas selling operations, said he has chosen "Rebecca," one of his Academy Award winners, to tee off the program in the free areas of Germany in mid-November, with 11 other subjects to follow during a period of 15 months.

Lenart A Partner In Aspen Firm

Harry Lenart, senior partner of the New York stock brokerage firm of Lenart, McHugh and Co., has become a partner in Aspen Productions, the Robert Wise-Mark Robson film producing company which distributes through United Artists.

Lenart provided financing for Aspen's first film for U. A. release, "The Tightrope," which is now before the cameras under Wise's direction.

Under the new Aspen set-up, Theron Warth will continue as producer, while Lenart will be directly involved in the execution of commitments and contracts. Lenart, who owns the San Souci Hotel on the island of Jamaica, will divide his time largely between his New York office and Aspen's Hollywood headquarters.

Aspen has three stories on its forthcoming production slate, an untitled comedy and two tales by James Michener author of "South Pacific" fame.

Grant Schine Two Week Extension

Schine Theatres has been granted a two-week extension to sell its seven theatres stipulated in the consent decree, Harold Horowitz, Schine attorney disclosed here at the weekend. The date was moved up from today to Nov. 19.

An announcement of industry-wide importance will be made in this week's issue of

MOTION PICTURE HERALD

Newsreel Parade

THE visit here of Princess Elizabeth and Prince Philip and a report from Indo-China are among current highlights. Others are the Korean truce talks, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 89—President Truman and Princess Elizabeth. Quake rocks Formosa. Rocket barrage hits Korean Reds. Fabric fashion show. Coal fire in Colorado. Bicycle parade. Sculptor's display. Sweepstake winner.

NEWS OF THE DAY, No. 219—Princess Elizabeth and Prince Philip welcomed here; meet quints. Earthquake ravages Formosa. Bombers en route to Europe. Barrage of rockets blasts Reds in Korea.

PARAMOUNT NEWS, No. 22—On the Korean front. Lace-Y days in the world of fashion. Report from Indo-China. Princess Elizabeth and Prince Philip set foot on U. S. soil for the first time.

TELENEWS DIGEST, No. 44-B—Princess Elizabeth in Capital. Korea: jet dogfight. Nevada: atom blast. Malaya: new forces combat Reds. Truce talks resume. Mass for Henri Petain. Haile Selassie welcomes "vets". Tokyo: treaty squabble. "Ike"-for-President boom.

UNIVERSAL NEWS, No. 505—Korean truce hopes brighten. United States welcomes Princess Elizabeth and Prince Philip. New NATO air base. Navy tests torpedo jet. News from the sport world: The horse-show.

WARNER PATHE NEWS, No. 24—Princess Elizabeth and Prince Philip hailed here; they meet "quints". Report Korea truce parley as war goes on. McKinney named Democratic national chairman. French troops on review in Indo-China. Football.

Theatrical Unions Honor Judy Garland

A luncheon for Judy Garland in recognition of her successful launching of the return of two-a-day vaudeville at the RKO Palace will be tendered by the theatrical unions of the American Federation of Labor next Monday at the Hotel Astor here, it was announced by Solly Pernick, chairman of the seven unions represented.

Starr in Tribute To 'Movietime'

Martin Starr, station WINS film commentator here, will devote his entire radio show tonight to a "Salute to 'Movietime U. S. A.'," it was announced by officials of the Council of Motion Picture Organizations, sponsors of "Movietime."

Home Office Hours Vary on Election Day

Film company home offices here to close tomorrow, Election Day, are M-G-M and 20th Century-Fox.

Those which will be open a half day are Columbia, Monogram, Paramount, RKO, Republic, United Artists, Universal-International and Warner Brothers.

Coca-Cola Names Okun

Charles Okun has been named special sales representative of the Coca-Cola Company covering theatre circuit home offices. He has been a member of the Coca-Cola sales department since 1923.

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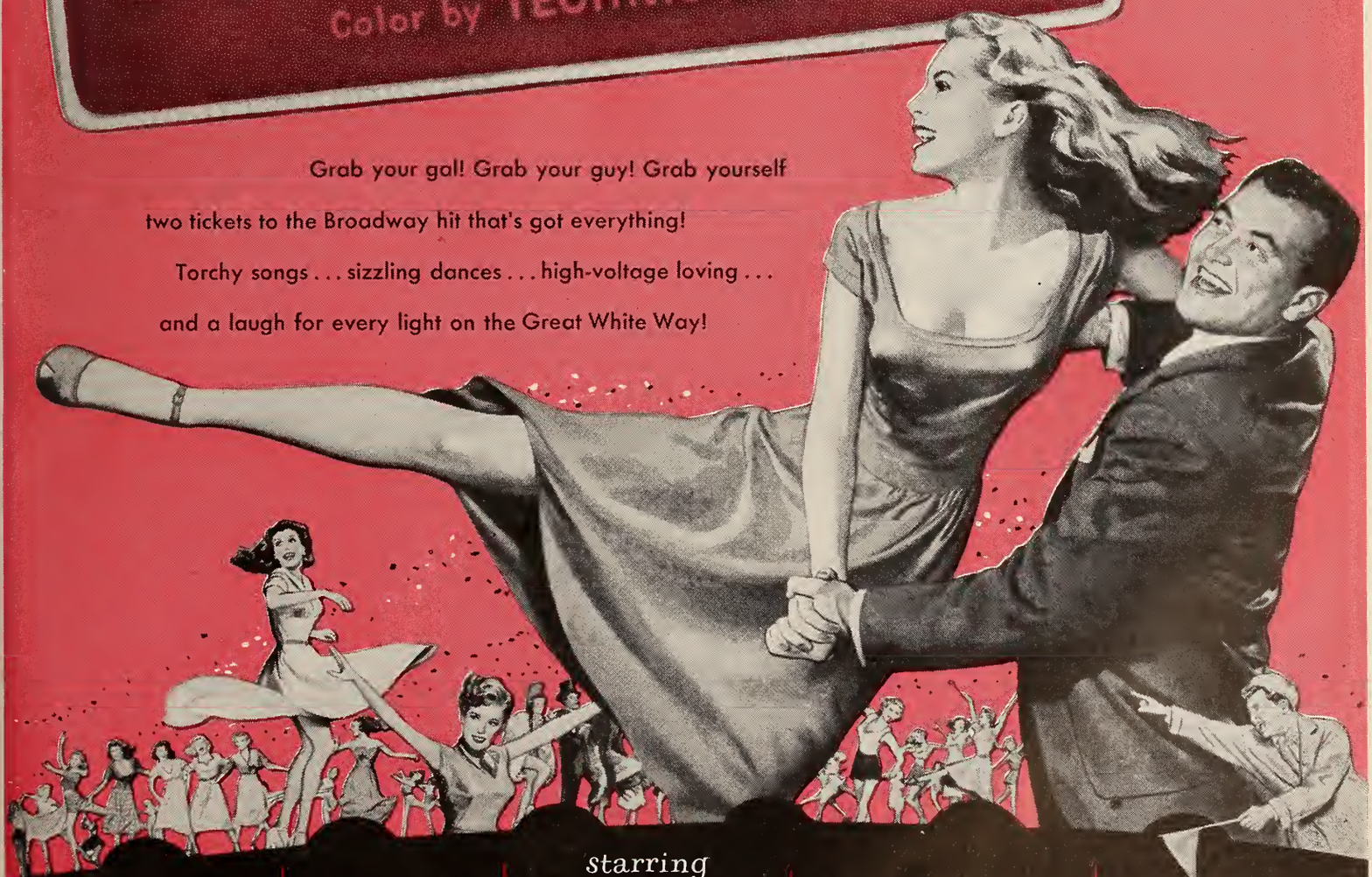
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and a laugh for every light on the Great White Way!



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RKO RADIO PICTURES

36,522,738 HOMES REACHED BY FOUR-COLOR NAT'L. ADS! Full pages in Sat. Eve. Post, Look, Collier's . . . Cosmopolitan, Redbook, Holiday . . . This Week and Parade Sunday magazines (62 cities) . . . Hit Parader, Song Hits, Popular Songs . . . Fan magazines and New Liberty (Canada) . . . total circulation 36,522,738.

Lury Will Head United Artists Office in Japan

Robert M. Lury, veteran foreign sales executive, has been appointed managing director of United Artists' re-established offices in Japan, Arnold M. Picker, vice-president in charge of foreign distribution, announced here at the weekend.

UA recently concluded a long-term exhibition contract with the Shochiku interests in Japan as well as a deal by which it will make use of the Shochiku facilities. Lury will have his headquarters in Tokyo.

During the post-war years, distribution of UA pictures in Japan, as well as those of other American companies, was handled through the combined facilities of the Motion Picture Export Association. This agreement will expire at the end of the year.

Film About Korea Previewed Here

A two-reel motion picture, titled "One Who Came Back," was screened at New York's Hotel Astor on Friday for "top-brass" of the Armed Forces, for film industry circuit and sales executives and for members of the trade press.

The film was made without professional performers, and its action starts on the battleground of Korea. Its striking message tells the tale of the process by which a wounded 'GI Joe' is removed from the mud of the Korean hills to the several back-of-the-lines emergency hospital receiving centers, on to modern Army hospitals in Tokyo, Hawaii, and, finally, to San Francisco, for hospitalization.

There is not a stock-shot in this subject, say the sponsors—the U. S. Defense Department, the Disabled American Veterans and the Association of Motion Picture Producers of Hollywood.

"One Who Came Back" occupied the intense interest of some 90 guests at Friday's screening, a preview which gave many inside details of the treatment accorded U.N. wounded.

The U. S. Government, we were told by Admiral Ross T. McIntyre, USN (R), who was host at the luncheon screening, believes that the film "can be a major contribution to public morale." The industry's aid has been requested to give wide-spread exhibition to the film. It is understood that distribution to theatres will be apportioned among the various companies' exchanges.

J. P. C.

Film Unit Names Tyler

Parker Tyler, motion picture critic and author, has been named consultant to All Nations Television Corp. The recently-formed organization will make a series of short subjects on the art treasures of the Vatican and Italy. The subjects will be in color.

Services for Jacocks

NEW HAVEN, Nov. 4.—Funeral services were held here on Friday for Don Jacocks, exhibitor, who died in Miami Beach last week from a heart attack. He was formerly general manager of B. and O. Theatres in Boston and Cocalis Theatres of New Jersey.

Allied Set to Bypass TOA

(*Continued from page* 1)

tee direct to the distributors for exploration of the possibilities for such a system, Col. H. A. Cole of Texas Allied reported as spokesman for the Allied board.

Cole, who met with the press as a substitute for Abram F. Myers, board chairman, who was compelled to depart for his Washington headquarters before the meeting adjourned, said Trueman T. Rembusch, Allied president, soon will appoint the committee which will confer with the various film companies.

It is possible, Cole said, that following the meetings with the distributors the Allied committee will confer with other organizations "which may have ideas" on arbitration. This was the extent of his reply when asked if TOA would be approached by the group.

Referring to the Allied board's approval of the resolutions designed to correct alleged film pricing abuses, Cole said Myers was instructed by the board to secure from each regional full data regarding claims of fixing of admission prices.

With respect to the resolution which charged that rentals were being unduly increased, Cole said it was his thought that the Allied Film Committee, whose coordinator in New York is Wilbur Snaper, president of New Jersey Allied, would attempt to secure relief in connection with "broad sales policies." Should the committee fail, he said, the organization is ready to present its findings to the nation's exhibitors by running paid advertisements in the trade press.

As far as "specific complaints" of individual exhibitors are concerned, Cole said, the Film Committee will "bear down" on distributors to secure adjustments in pricing.

Cole reported that most of the board meeting's time Friday was given to discussion of home television and the extent to which distributors release to the medium product which was designed originally for theatres. The board feels, he said, that producers who divide their time between making pictures for theatres and television are "within their right." However, said Cole, it was felt also that if producers thus divide their overhead, lower film rentals should be enjoyed by theatres. In other words, he said, if the overhead for making pictures for theatres is 50 per cent of the operation, the theatres should not be expected to pay rentals that are figured on the basis of 100 per cent overhead.

Cole then gave his personal view of the TV "menace." He said, "If television is economically sound our position is just too bad. These things seek their own level. If theatres are forced into extinction—okay; I'm a philosopher."

The board "affirmed" the resolution of the convention aimed at seeking "equitable" terms for drive-ins. Cole said he met on Friday with one company's sales department to "start the ball rolling" in this connection. He declined to name the company, but reporters had learned earlier that he met that day with Henderson Ritchey of M-G-M.

E. Pa. Unit

(*Continued from page* 1)

rejoining were rejected.

A counter-proposal of conditions under which the suspension could be revoked were handed Samuelson who will present it to the next meeting of the Pennsylvania unit's board. If the Pennsylvania board accepts the Allied board's conditions, it is assumed that the unit will automatically be reunited with the national organization. Rejection would mean that any accompanying counter-proposals would have to await consideration at either the January meeting of the Allied board in Washington or the May meeting in Colorado Springs or Denver.

Distributors Shy

(*Continued from page* 1)

spokesmen saw any chance of agreement.

Several distribution officials said they could see no reason for arbitration of film rentals. "Would you, as a customer, expect a purchase you had made from a store to be arbitrated?" one asked. Others pointed out that no deal is compulsory and that inequities can be remedied through adjustments.

Aid for 'Salute'

(*Continued from page* 1)

J. Feldman, Universal sales manager; Paul Lazarus, Jr., of Columbia and Maurice Bergman of Universal, who were co-chairmen and hosts at the luncheon, and by Harold Rinzler, Charles E. Lewis and Jack Alicoate.

Name Compo Unit

(*Continued from page* 1)

voted on at the annual meeting of COMPO's executive board in December. The ten-member group is faced with the formidable task of finding a successor to Arthur L. Mayer, COMPO executive vice-president, who has expressed his intentions of resigning because of business reasons.

The other eight members of the committee are: James Mulvey of the Society of Independent Motion Picture Producers; Trueman T. Rembusch of Allied States; (Rotus) Harvey of the Pacific Coast Conference of Independent Theatre Owners; Leo Brecher of the Metropolitan Motion Picture Theatres Association; Robert J. O'Donnell of Variety Clubs International; Allen Rivkin of the Motion Picture Industry Council; Harry Brandt of the Independent Theatre Owners Association, and Jack Alicoate, trade press representative.

Cooper Quits New Foreman Venture

HOLLYWOOD, Nov. 4.—Gary Cooper has withdrawn from the proposed production company of Carl Foreman, an uncooperative witness before the House Committee on Un-American Activities.

Cooper in his announcement said that his decision was based on reaction which indicated to him that it would be better for all concerned that he not become affiliated with the new enterprise. Cooper reiterated, however, that he still is convinced of Foreman's loyalty and Americanism.

'U' Control

(*Continued from page* 1)

Decca's holdings as representing an effective controlling interest in Universal.

There are 960,498 shares of Universal stock outstanding and approximately 200,000 option warrants which can be exercised up to April 1, 1956, at $10 per share.

No individual or single group has held control of Universal since the late Carl Laemmle, Sr., sold his interest to J. Cheever Cowdin's syndicate in 1936. In that transaction, the Laemmle holdings were apportioned among several principals, the major share going to J. Arthur Rank, British film leader, who up to now was the largest individual shareholder.

The amount of the Decca acquisitions came as a surprise to trade and financial circles. It was known that arrangements had been made for the purchase of approximately 150,000 shares from William Goetz and Leo Spitz, Universal studio executives, at $15 per share; 15,000 shares and the 32,500 warrants from Nate J. Blumberg, Universal president, who, with Serge Semenenko, vice-president of the First National Bank of Boston, assisted in the acquisitions for Decca.

It was also known that the acquisitions included the approximately 30,000 shares formerly owned by the late Paul G. Brown, former Universal director, and that Decca had been buying heavily in the open market. Unless deals were made with other unidentified large stockholders, this would leave about 75.000 shares which, presumably, were acquired in the open market.

In making his announcement Rackmil said: "The ownership of these shares will bring about a close association between our two companies. We have kindred interests in the entertainment business. These interests can be developed for our mutual benefit.

"The transaction indicates the confidence that our respective companies have in the future of the motion picture and allied industries."

The "close association" between Decca and Universal referred to by Rackmil is interpreted in the trade as presaging a possible merger of the two companies at a later date. In this respect it has been reported without confirmation that Rackmil might become president of the merged company and Blumberg chairman.

Rackmil's reference to the development of the companies' "kindred interests" is believed to refer primarily to the production and distribution of television films. However, officials of both Universal and Decca declined to elaborate on Rackmil's brief statement.

There was no indication, either, whether Decca, having acquired a controlling interest, would cease buying or continue to seek additional shares. It had been reported that overtures had been made to Rank for purchase of his 134,000 shares but that Rank indicated he was not interested in selling.

Screen 'Time' for Press

A special press screening and reception for "The Story of Time" was held here at the weekend. The 10-minute subject, which is being released by Cornell Film Co., illustrates the efforts made through the ages to measure time, with color in Technicolor.

138 Technicolor Films Are on the Books

Hollywood, Nov. 4. — In what is believed to be a record for Technicolor feature activity, 138 productions are either in current release, are finished awaiting release, or are in production or preparation.

Thirty-seven are current releases, 52 are finished awaiting release, 22 are in production while 27 are in preparation.

RTMA to Promote Sport Attendance

WASHINGTON, Nov. 4.—A campaign to increase attendance at sports events was outlined on Friday by the Radio-Television Manufacturers Association. A committee representing all leading TV set manufacturers will meet in Chicago on Nov. 14-16, and will consider plans to include sports attendance promotion ideas in all national advertising, as well as convincing retailers of TV sets that they should do their best to achieve the same goal on a local level.

The television manufacturers are obviously worried by the increasing trend of sports promotors to exclude TV broadcasting as an adverse influence on gate receipts, with a consequent "vicious-circle" effect on TV sales presented by the prospect of fewer sports attractions available for home sets.

Wald-Krasna

(*Continued from page* 1)

Howard Hughes in giving approvals. In the interim, Wald-Krasna will continue work on their schedule of productions, which has resulted in the completion of "The Blue Veil," a showing of which was scheduled for Los Angeles this week may be postponed; "Behave Yourself," recently released, and "Clash By Night" and "Cowpoke," which are currently being filmed.

RKO Theatres Net

(*Continued from page* 1)

and other charges were $1,424,688 for the third quarter and $3,304,671 for the nine months. Some $410,000 was charged off for Federal taxes in the quarter and $950,000 for the nine months.

The Los Angeles Trade Showing of "DOUBLE DYNAMITE" will be held at the Hillstreet Theatre Thursday, Nov. 8, at 8:30 P.M. and not on Friday, Nov. 9.
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20th's Films

(*Continued from page* 1)

man story, (Technicolor); "Down Among the Sheltering Palms," South Seas musical (Technicolor); "Red Skies of Montana," outdoor adventure, Technicolor).

Also, "Decision Before Dawn," from the George Howe Christopher novel "Call It Treason"; "Belles on their Toes," sequel to "Cheaper by the Dozen," (Technicolor); "Lydia Bailey," Kenneth Roberts' novel, (Technicolor); "The Model and the Marriage Broker"; "Phone Call from A Stranger"; "Viva Zapata!," a Darryl F. Zanuck production; "The Return of the Texan"; "Wait Till the Sun Shines, Nellie," (Technicolor); and "Five Fingers," World War II drama based on the novel "Operation Cicero."

Those Shooting

Those shooting are: "Deadline, U. S. A."; "Way of A Gaucho," being filmed in Argentina, (Technicolor); "The Girl Next Door," comedy with music, (Technicolor); "Diplomatic Courier"; "The I Don't Care Girl," Eva Tanguay story, (Technicolor) and "Swamp Girl," (Technicolor).

Two independently produced films being released next year under the 20th Century-Fox banner and already completed are Joseph Bernhard's "Japanese War Bride," and Edward L. Alperson's "Rose of Cimarron," (Natural Color).

Dismissal Affirmed

(*Continued from page* 1)

ly headed by Herbert K. Sorrel, it was announced today by IATSE.

Affirmation of the lower court's action is expected to end the litigation. There is a possibility that the CSU may appeal to the U. S. Supreme Court, but consent of this tribunal to review it is considered unlikely by counsel of the IATSE, Michael G. Lulsj.

File $250,000 Suit Over Drive-in

BALTIMORE, Nov. 4. — The Peninsula Amusement Corp. of Petersburg, Va., has filed a suit for $250,000 damages and an injunction in Federal Court here over who is to operate an open-air theatre along the Marlboro Pike in Prince George County, Md.

The suit is against Charles Hoile, owner of a 15-acre tract along the Marlboro Pike, and Sidney B. Lust of Hyattsville, Md. Involved are conflicting claims for title to the property.

Set Equipment Show For Wisconsin Meet

MILWAUKEE, Nov. 4.—An equipment exhibit of modern methods of theatre operation will be a highlight of the annual convention of Wisconsin Allied Independent Exhibitors at the Schroeder Hotel here on Dec. 11-12.

In the exhibit will be displays of theatre TV, drive-in equipment, vending equipment, carpets, etc. Ben Marcus, president of the group is lining up industry leaders for the convention sessions.

Coming Events

Nov. 5-6—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois convention, Chase Hotel, St. Louis.

Nov. 6-7—Kansas-Missouri Theatre Association annual convention, Hotel President, Kansas City.

Nov. 7—National Television Film Council meeting for nomination of officers, Hotel Abbey, New York.

Nov. 12—IATSE general executive board meeting, New York.

Nov. 13-15—Allied Theatre Owners of Indiana "Silver Anniversary" convention, Hotel Lincoln, Indianapolis.

Nov. 15—Theatre Owners of America executive committee meeting, Hotel Astor, New York.

Nov. 15—Motion Picture Pioneers 12th annual dinner, Starlight Roof, Waldorf-Astoria Hotel, New York.

Nov. 16—Theatre Owners of America regional trade practice meeting, Hotel Astor, New York.

Nov. 18-20—Theatre Owners of North and South Carolina convention, Charlotte.

Nov. 20—Theatre Owners of America second regional grievance and trade practice meeting, Charlotte.

Nov. 26-27—Allied Motion Picture Theatre Owners of Western Pennsylvania annual convention, William Penn Hotel, Pittsburgh.

Critics Coming for 'Quo Vadis' Opening

M-G-M has invited 14 out-of-town critics to New York to attend the twin world premiere of "Quo Vadis" at the Astor and Capitol theatres on Thursday. The press representatives are from cities where the company will hold pre-release premieres of the $7,000,000 production on Nov. 20.

They include: from Pittsburgh, Kaspar Monahan of the Pittsburgh *press* and Leonard Mendlowitz of the *Sun Telegraph;* Memphis, Edwin Howard, *Press Scimitar;* and Ben Parker, *Commercial Appeal;* Cleveland, Ward Marsh, *Plain-Dealer;* Omar Ranney, *The Press* and Arthur Spaeth, *The News;* San Francisco, Hortense Morton, *Examiner* and William Hogan, *Chronicle;* Atlanta, Ernest Rogers and Fred Moon, *Journal,* and Paul Jones, *Constitution;* Oakland, Cal., Wood Soanes, *Tribune;* St. Louis, Herbert L. Monk, *Globe-Democrat.*

File 3 Percentage Suits in Oklahoma

OKLAHOMA CITY, Nov. 4.—William H. Stricker was named as defendant in three percentage actions filed in U. S. District Court here. Suits were brought by Universal, Paramount and Loew's, alleging under-reporting of receipts on percentage pictures. The theatres involved in each complaint are the Harmony Theatre in Sand Springs, Okla., and the Ritz in Skiatook, Okla.

The Oklahoma City law firm of Keaton, Wells, Johnston and Lytle represents the distributors, with Sargoy and Stein, New York, of counsel.

Milgram Case

(*Continued from page* 1)

David E. Milgram's Boulevard Drive-in, Allentown, Pa.

Most company attorneys had not received copies of the decision up to Friday but they indicated some study would be given to the possibility of a petition to the U. S. Supreme Court for a writ of certiorari. They have 90 days after the mandate is received in which to decide on petitioning the review.

Company attorneys stated that every measure possible is being taken nowadays to avoid acting in concert in film selling matters. Therefore, they say, to be found guilty on what they regard as insubstantial evidence, is "shocking and discouraging."

"We must conclude," said one, "that if you happen to do what the other fellow does, even though your business judgment dictates your course and you are completely unaware of what the other fellow will do, then you're guilty of acting in concert."

American Stars at Royal Performance

LONDON, No. 4. — Ten Hollywood players will take part tomorrow night in the 50-minute stage show scheduled to follow the screening of Ealing Studios' "Where No Vultures Fly" at the Royal Film Performance at Leicester Square Odeon.

The players are Van Johnson, Burt Lancaster, Peter Lawford, Jane Russell, Orson Welles, Dan Duryea, Fred MacMurray, Lizabeth Scott, Zachary Scott and Dawn Addams. Clark Wales was appointed guide by the Motion Picture Association of America for the American contingent.



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NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 89 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 7, 1951 TEN CENTS

Wolfson Tours In Behalf of Arbitration

TOA Head Tells Meeting In St. Louis of Benefits

ST. LOUIS, Nov. 6.—A reaffirmation of the Theatre Owners of America's faith in the power of arbitration to solve many of exhibitor-distributor problems was expressed here today by Mitchell Wolfson, TOA president, at the convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, a TOA affiliate.

This further TOA "plug" for arbitration followed by only a few days Allied States Association's declaration for "all-inclusive" arbitration, although the latter indicated it intended to take its arbitration plan direct to the distributors without first meeting with the TOA, long-time advocate of an industry arbitration system.

Wolfson told the assembled delegates that TOA intends "to try and solve many of the exhibitor-distrib-

(*Continued on page 8*)

See Economy Hit UK Aid

LONDON, Nov. 6.—Newly-appointed Chancellor of the Exchequer Richard Austen Butler will deliver an important speech in Commons Thursday in which he will warn the nation of its continuing financial problems.

In view of the situation, trade observers see little likelihood of the new Conservative government alloting another £2,000,000 ($5,600,000) to the National Film Finance Corp., as in-

(*Continued on page 6*)

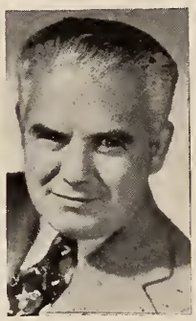
Market for Quality Films Here: Wilcox

The best chance for the British producer in the American market is to aim at selective audiences in special theatres, Herbert Wilcox declared here Monday on his arrival with his wife, Anna Neagle on the *SS Queen Mary* from England. He said British pictures should shoot at the untapped audience here that does not go to the theatre regularly. Hollywood, Wil-

(*Continued on page 6*)

Decca's Stock Acquisition Leaves 'U's Executive Setup Unchanged: Blumberg

"There will be no changes in Universal's executive personnel" in consequence of the acquisition last week by Decca Records of an approximately 30 per cent stock interest, regarded as representing an effective control, Nate J. Blumberg, Universal president, stated on Monday.



Nate Blumberg

"The management of our company remains intact in New York, California and throughout the world," Blumberg said.

"We are gratified," he added, "that Decca Records, through Milton R. Rackmil, president, has by its acquisition of a substantial stock interest in Universal demonstrated its confidence in the future of our company and the motion picture industry. We are certain that they will be able to make a substantial contribution to the future progress of our company."

It had been previously reported that Leo Spitz, Universal studio executive whose stock holdings were in the block acquired by Decca, contemplated resigning. According to other reports, a possible merger of Universal and Decca late next year might be followed by the election of Rackmil to the Universal presidency and Blumberg to board chairman.

Universal Lists A Record Backlog of 19 Productions

Universal-International enters its 1951-52 fiscal year this week with an all-time record backlog of 19 completed high budget films, with 10 of them having color in Technicolor. In addition, the studio has four pictures before the cameras and five others set to start this month. Three of the new starters and one of those now shooting are Technicolor productions, giving the company the greatest number of Technicolor films in its history.

Three of the completed pictures, all with color in Technicolor, are Rex Beach's "The World in His Arms," starring Gregory Peck and Ann Blyth;

(*Continued on page 3*)

Rank Financial Man May Talk Stock Deal

London, Nov. 6.—Ronald G. Leach, London accountant, who has been acting as financial adviser to the Rank Organization here, will accompany John Davis, Rank's managing director, to New York, giving rise to reports here that the sale of Rank's 134,000 shares of Universal stock to Decca Records may be placed on their agenda there.

Davis and Leach will leave here by plane Nov. 18. Rank reportedly rejected a previous overture for purchase of his Universal stock by the Decca group, presumably on the basis of price.

Long-runs Hold Up Well Along B'way

Aided by yesterday's Election Day holiday, grosses are holding up fairly strong this week along Broadway where eight premieres, including M-G-M's "Quo Vadis" and Paramount Pictures' "Detective Story" will replace some long-standing holdovers.

Among the newer arrivals, "The Blue Veil" at the Criterion is expected to rack up a smart $30,000 for its second week, while "Ten Tall Men" at the Victoria is forecast to gross a fairly nice $26,000 for its second week.

Radio City Music Hall is still

(*Continued on page 6*)

$2-Million Trust Suit Against Maco

MINNEAPOLIS, Nov. 6.—Eight major distributors, Minnesota Amusement Co. and operators of the Orpheum Theatre here were named in a $2,011,000 conspiracy suit filed in Federal Court here by Freidman Brothers, owners of the Suburban Edina

(*Continued on page 8*)

RKO Theatres Offers Board Slate of Six

Raftery Only Addition; Greene Will Oppose

A proposal to increase the RKO Theatres board of directors from five to six, adding veteran industry attorney Edward C. Raftery to the list of nominees which includes all members of the present board, highlights management's proxy statement in preparation for the first annual meeting of stockholders, to be held in Dover, Del., Dec. 6.

In an accompanying letter to stockholders dated Nov. 2, and made public Monday, Sol A. Schwartz, president of the company and one of its directors, said the earnings from the operations of the company in the third quarter showed an improvement over those for the first and second quarters. He urged the election of nominees J. P. Dreibelbis, Leland Hayward, Ben-Fleming Sessel, William J. Wardall and himself, all current directors, in addition to Raftery. The proposed by-law increasing the board

(*Continued on page 3*)

Publicists at RKO Get $10

An AFL union that is looked upon as a newcomer in the motion picture industry has won a $10 across-the-board pay increase for the publicists and artists at the RKO Pictures home office.

John Scotti and Joe Ables, representatives of Local No. 230 of AFL's Sign Pictorial and Display Artists Union, disclosed that the local has signed the RKO contract, which will

(*Continued on page 7*)

Johnston, Warner in Stock Transactions

WASHINGTON, Nov. 6.—W. Ray Johnston has exercised his options for 12,500 shares of Monogram common stock, bringing his total holdings of the firm's common to 12,817 shares, according to the Securities and Exchange Commission. Johnston has no further options outstanding.

This was one of the transactions listed in the latest SEC report on

(*Continued on page 7*)

NEWS in Brief . . .

The appointment of Max Cohen as Eastern division manager of Lippert Pictures, has been announced here by Arthur Greenblatt, general sales manager. Cohen will supervise Albany, Buffalo, Boston, New Haven, New York, Philadelphia, Pittsburgh and Washington. Cohen, who was formerly Eastern division manager for Film Classics, will make his headquarters in New York.

Nelson Towler, branch manager for Lippert in Atlanta, has been promoted to Southern division manager. He will make his headquarters in Atlanta and supervise Atlanta, Charlotte, Memphis, Jacksonville and New Orleans exchanges.

•

HOLLYWOOD, Nov. 6.—Maintaining last year's pace, Warner Brothers this year will again produce 43 short subjects, it was revealed here following a week of conferences between Jack L. Warner, Norman Moray and Gordon Hollingshead.

The 1952-53 schedule calls for eight two-reel Technicolor shorts, 10 Sports Parade shorts, seven novelty comedies, six two-reel black-and-white shorts, six band musicals, and six Joe McDoakes comedies featuring George O'Hanlon.

•

ALBANY, N. Y., Nov. 6.—Daniel R. Houlihan, who recently resigned as 20th Century-Fox branch manager, took over the management of the Paramount exchange here on Monday. He succeeded Edward V. Maloney who joined the Julius Perlmutter Theatre Booking Service, which sells independent product, in addition to buying and booking for a group of theatres.

James M. Moore, Paramount salesman for several years, has resigned to join the Perlmutter service.

•

HOLLYWOOD, Nov. 6.—Organization of SMF Productions, Inc., by Robert Stillman, producer; Seton I. Miller, producer, and George Frank, former talent agent, was announced here today by Miller, to produce TV musicals, budgetted at $260,000. Stillman and Miller will finance the new venture.

Republic to Enter TV Film Production

HOLLYWOOD, Nov. 6.—Preparatory to entering the field of film production for television, Republic Pictures will embark on a remodeling program of its studio facilities here, Herbert J. Yates, company president, announced. He added, however, that the new producing activity will not interfere with the studio's regular production of films for theatre distribution.

A budget of $1,000,000 has been allocated for the augmenting of studio stage space through the remodeling of present facilities, and also to finance the initial batch of pictures designed for television.

Republic's television activities will be broad in scope, it was indicated. The studio's facilities will also be made available on a rental basis to television producers.

Personal Mention

RUSSELL HOLMAN, Paramount's Eastern production head, will leave here by plane for Europe today.

•

MORGAN HUDGINS, who handled press relations in Italy for M-G-M's "Quo Vadis," discussed the film in Washington yesterday at an Advertising Club luncheon.

•

OSCAR MORGAN, general sales manager of Paramount News and short subjects, has returned here from Philadelphia.

•

BEN KATZ, Universal Pictures Midwest advertising representative, is due here today from Chicago for home office conferences.

•

DON HARTMAN, supervisor of production at the Paramount Studio, is here from the Coast.

•

RUTH HARBERT, motion picture editor of *Good Housekeeping* is here from the Coast.

•

DAVID A. LIPTON, Universal-International advertising and publicity vice-president, is here from the Coast.

•

DAVID BUTLER, Warner director, has returned to the Coast from London.

•

FARLEY GRANGER has returned here from a visit abroad.

ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, returned here yesterday from Ohio.

•

VINCENT E. PALMERI, former general manager of Universal-International in Mexico and Central America, has been named export manager of A. C. Gilbert Co., New Haven manufacturing concern.

•

W. PARKMAN RANKIN, manager of the motion picture advertising department of *This Week* magazine, has left here for a two weeks visit in Hollywood.

•

ROBERT WILE of the Universal-International home office exploitation staff, has returned here from Hartford.

•

GEORGE PAL, producer who was in Buffalo yesterday, will visit Detroit today, Chicago tomorrow and Denver Friday.

•

DENNIS CARLIN, Republic Pictures advertising manager, and Mrs. CARLIN, are the parents of a son born here Sunday.

•

JACK MATLACK, advertising and publicity director of J. J. Parker Theatres, Seattle, is in New York.

•

EMERSON YORKE, producer, has returned here from Hollywood.

An announcement of industry-wide importance will be made in this week's issue of

MOTION PICTURE HERALD

Controls Off in '53, Johnston Reports

Boston, Nov. 6.—Eric Johnston, Economic Stabilization director on leave of absence from the office of president of the Motion Picture Association of America, guest speaker at a Boston Chamber of Commerce luncheon held at the Hotel Statler here, stated that all controls will be off by the summer of 1953. There will be no rationing of any kind in the near future. He further stated that motion picture producers can be assured that there will be enough film for production for 1952-1953 production.

'Top Brass' Give A Luncheon to Schary

WASHINGTON, Nov. 6. — Dore Schary, vice-president in charge of production at M-G-M, was honored at a special luncheon at the Pentagon today.

Schary arrived here to speak before a National Jewish Welfare Board luncheon. Yesterday, he had a brief chat with President Truman during a call at the White House.

Today's Pentagon luncheon was arranged by Defense Department public information director Clayton Fritchey. Top Army, Navy and Air Force officials attended. Fritchey said Schary has done so many films about the Armed Services that he thought the get-together would give all concerned a chance to talk over films and film industry cooperation.

The M-G-M official left here for New York following the luncheon.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring GENE KELLY • and introducing LESLIE CARON
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

FARLEY GRANGER
SHELLEY WINTERS
in BEHAVE YOURSELF!
in Person
ROSEMARY CLOONEY
MYRON COHEN
BOBBY BYRNE and his Orch.
STAN FISHER
TIP, TAP & TOE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

JERRY WALD and NORMAN KRASNA
Present
JANE WYMAN in
THE BLUE VEIL
CRITERION B'way & 45th St.

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RKO Theatres

(*Continued from page* 1)

to six members will also be voted on at the December meeting.

The remuneration of the three highest paid officers of the company was tabulated in the statement. Schwartz as president and director of the corporation is to receive $78,960 for the year 1951, while vice-president William Howard's remuneration for the year was put at $28,600. The fees, salaries and commissions of vice-president and treasurer Thomas O'Connor was listed at $25,975. The estimated annual pension which Schwartz will be eligible for is $17,396.

The aggregate remuneration of all persons, as a group, who were directors or officers of the corporation, for the year was put at $285,727.

Nominees' Stock Holdings

The approximate amount of common stock owned by each of the nominees was set forth as follows: Dreibelbis, 200 shares; Raftery, 100 shares; Schwartz, 1,000 shares; Sessel, 100; and Wardall, 500.

The December meeting will be the first stockholders' session to be held since the divorcement of RKO theatre and picture companies last Jan. 1.

According to the by-laws, the term of office for the new directors will be until the next annual meeting of the stockholders, slated for May 21, 1952, when another election will be held.

The six-man slate proposed by the company will be opposed by the minority stockholders' group led by Wall Street financial advisor David J. Greene. A spokesman for Greene said his group would propose its own slate of nominees and literature to stockholders supporting the Greene group is now being circulated. Greene claims to represent about 300,000 shares.

Eligible to vote at the December meeting are all common stockholders of record as of Nov. 7, with 3,914,913 shares of such stock outstanding. Holding 929,020 shares as a voting trust for Howard Hughes is the Irving Trust Co. which was paid during the company's first nine months less than $25,000 for services as transfer agent and dividend disbursing agent and for other similar services.

'Quo Vadis' Promoted As Macy 'Favorite'

Continuing the policy of periodically choosing "favorite" new pictures, Macy's has chosen "Quo Vadis" as its favorite for November.

As in the case of the first of Macy's favorite picture choices last month ("An American in Paris"), double-truck, full-page advertisements, with strong motion picture attendance copy, announced the "Quo Vadis" choice today in six New York newspapers: *Times, Herald Tribune, Mirror, World Telegram-Sun, Journal American* and *Post Home News.*

Skouras's Visit England

LONDON, Nov. 6. — George and Charles Skouras were here from the Continent for brief visits. George has left for Paris. His brother Charles spent a few days on a hunting trip with J. Arthur Rank at the latter's Hampshire estate, Sutton Scotney.

Reviews

"Golden Girl"

(*20th Century-Fox*)

AN entertaining musical in a Western setting starring pert Mitzi Gaynor has been fashioned by producer George Jessel in 20th Century-Fox's "Golden Girl." As refreshing and colorful as a peppermint stick, Miss Gaynor enlivens every scene in which she dances and sings. However, the length of the color by Technicolor film, 108 minutes, appears to be somewhat of drawback, making it quite difficult to retain a high level of audience interest.

The time of the story, which is mainly a musical vehicle, is the Civil War when Miss Gaynor as Lotta Crabtree, starts her stage career in small California mining towns. The picture is ably assisted by co-star James Barton who plays the part of an old-time minstrel man and father of Miss Gaynor. Other feature players are Dale Robertson, Dennis Day and Una Merkel.

Because of the poverty of the family, Miss Gaynor is given a chance to realize her ambitions on the stage when her father, Barton, loses their home by gambling. Off she goes to various mining towns, accompanied by a team including Dennis Day and her watchful mother, Una Merkel. Although her vocalist partner Dennis Day is in love with her, Miss Gaynor is attracted by a Southern stranger, Dale Robertson, who is a notorious highwayman called "The Spaniard." Although posing as a gambler, Robertson is really a captain in the Confederate Army stealing gold for the Southern cause. After many hardships and misunderstanding, the couple is reunited at the end.

It is not the story, however, which brightens the picture. Rather it is Miss Gaynor's rendition of such songs as "California Moon," "Never" and "Sunday Morning," in addition to such old-time favorites as "Golden Slippers." The dances staged by Seymour Felix are effective.

Others in the cast include Raymond Walburn, Gene Sheldon and Carmen D'Antonio. Lloyd Bacon directed, from a screenplay by Walter Bullock, Charles O'Neal and Gladys Lehman, taken from a story by Albert and Arthur Lewis and Edward Thompson.

Running time, 108 minutes. General audience classification. For November release. MURRAY HOROWITZ.

"The Light Touch"

(*M-G-M*)

A NEAT package wrapping up a suspenseful plot dealing with a group of art thieves has been turned out in this M-G-M release. "The Light Touch," featuring Stewart Granger, Pier Angeli and George Sanders, should do fairly well in most situations.

Special mention should be made of the photography which captures the local color of Sicily and Tunis.

Stewart Granger as Sam Conride, a clever thief, steals a Renaissance oil painting of Christ from a museum in Palermo. He makes good his escape to Carthage, concealing the painting in his typewriter until he reaches Tunis. There, he tells George Sanders, who portrays Felix Guignol, his partner in crime, that the valuable stolen painting had been destroyed in a fire. The ruse is built up in order to copy the painting and sell it as an original to some unsuspecting art dealer. For this purpose a young art student, Pier Angeli, is calculatingly courted by Granger so that she will do the copy. Miss Angeli, as in "Theresa," is her winsome self and is gullible enough in the beginning to agree to commit the counterfeit. However, Granger is forced to marry her and then is when the personal complications develop for the master thief. He falls in love with her. There are many more twists and turns in the plot before Granger and Miss Angeli are reunited and the painting is restored in its rightful place—an ancient church where pilgrims come to pray before Christ's image in the painting.

Others in the cast include Kurt Kasznar, Joseph Calleia, Larry Keating, Rhys Williams, Norman Lloyd and Mike Mazurki. Richard Brooks directed and Pandro S. Berman produced, from a screenplay by Richard Brooks, suggested by a story by Jed Harris and Tom Reed. Robert Surtees was the director of photography.

Running time, 110 minutes. General audience classification. Release date, Dec. 7. M. HOROWITZ

"Unknown World"

(*Lippert Productions*)

THE MODERN TREND to science-space-ship production is enhanced in quantity, and very much in quality, by Lippert's "Unknown World," which features a depth-ship with seven highly adventurous peace advocates who travel some 1,800 miles down through the earth in equipment which is more credible than most of its kind; the workmanship stacks up with the best.

The original screenplay by Millard Kaufman gets off to a convincing start by a smart use of pseudo-newsreel footage showing a peace-loving professor's reason for seeking a haven for the world's people against the H-bomb peril, within the earth itself, and his plans for exploring the earth's interior in search of such a place. The picture itself gets rolling when he and six associates drive their scientifically splendid depth-ship into the mouth of an extinct volcano and on downward, through hazards and mishaps that make for suspense, to an "unknown world" about 1,800 miles down which has everything to recommend it except the fact that reproduction of species does not happen there and, finally, the place blows up in their faces. What happens during and after the descent are matters for the customers to learn by buying tickets.

J. R. Rabin and I. A. Block produced the picture, and Terrell G. More directed it.

In the cast are Victor Killian, Marilyn Nash, Bruce Kellogg, Otto Waldis, Jim Bannon, Tom Handley, Dick Cogan and George Baxter.

Running time, 71 minutes. General audience classification. Release date, October 26.

MPAA to Meet on FCC TV Hearings

Washington, Nov. 6.—Lawyers and engineers for the Motion Picture Association of America, will probably meet here at the end of the week to start laying MPAA strategy for the coming Federal Communications Commission hearings on theatre television.

It is expected that MPAA attorneys James L. Fly and Sidney Schreiber will come down from New York to meet with FCC lawyer Vincent Welch and engineers Frank McIntosh and Andrew Inglis. Fly and Welch were appointed only last week as the lawyers to handle the MPAA's case.

Universal Backlog

(*Continued from page* 1)

"Bend of the River," starring James Stewart, Arthur Kennedy and Julia Adams, and "Battle At Apache Pass," starring John Lund and Jeff Chandler.

Among the other Technicolor pictures are "Cave of Outlaws," starring Macdonald Carey and Alexis Smith; "Flame of Araby," co-starring Maureen O'Hara and Jeff Chandler; "The Cimarron Kid," Audie Murphy and Beverly Tyler; "Steel Town," Ann Sheridan, John Lund and Howard Duff; "The Treasure of Lost Canyon," William Powell and Julia Adams; "Son of Ali Baba," Tony Curtis and Piper Laurie; "Bronco Buster," starring John Lund.

Black and white films already completed include "The Lady Pays Off," starring Linda Darnell, Stephen McNally and Gigi Perreau; "The Raging Tide," Shelley Winters, Richard Conte, Stephen McNally, Alex Nicol and Charles Bickford; "The Strange Door," Charles Laughton, Boris Karloff, Sally Forrest and Richard Stapley; "Week End With Father," Van Heflin, Patricia Neal and Gigi Perreau; "Finders Keepers," Tom Ewell, Julia Adams and Evelyn Varden; "Here Come the Nelsons," Ozzie and Harriet Nelson; "Meet Danny Wilson," Frank Sinatra, Shelley Winters and Alex Nicol; "Ma and Pa Kettle At the Fair," Marjorie Main and Percy Kilbride; "Francis Covers the Big Town," Donald O'Connor.

Pictures now shooting are "Has Anybody Seen My Gal," Technicolor, starring Piper Laurie, Rock Hudson, Charles Coburn and Gigi Perreau; "Hear No Evil," starring Tony Curtis, Jan Sterling and Mona Freeman; "Red Ball Express," Jeff Chandler and Alex Nicol, and the Marjorie Main-Percy Kilbride starrer, "Ma and Pa Kettle Go To Paris."

Being readied to start this month are "Scarlet Angel," Technicolor with Yvonne DeCarlo starred; "Untamed," also in Technicolor, Shelley Winters and Scott Brady; the Audie Murphy Technicolor starrer, "Claim Jumper"; "Francis Goes To West Point," starring Donald O'Connor, and the Abbott and Costello comedy, "The Sourdoughs."

Swett Replaces Laurie

ALBANY, N. Y., Nov. 6.—George Laurie, manager of Warners' Avon, Utica for 12 years, has resigned to enter the insurance business. Alfred Swett has been transferred from the Madison, Albany, to succeed him.



"PALMY DAYS ARE HERE AGAIN"



"AN AMERICAN IN PARIS" WOW!

Nationwide grosses for M-G-M's glorious Technicolor musical running 15% ahead of "Show Boat," 23% ahead of "Great Caruso," 18% ahead of "Annie Get Your Gun." In Boston *(2 theatres)* biggest in 5 years. Providence, Syracuse, Akron, Pittsburgh best in 5 years, except "Battleground." Frisco, New Orleans, Evansville top "Battleground." 5th week Frisco, Cleveland, New York *(Music Hall)*.

(continued

ntinued)



"ACROSS THE WIDE MISSOURI" BIG!

M-G-M's spectacular Technicolor adventure is thrilling the fans everywhere. Outstanding business for a socko Clark Gable offering.

"CALLAWAY WENT THATAWAY"





For holiday happiness! It's Christmas-New Years fun for all! The most talked-about comedy of the year because IT KIDS THE PANTS OFF TV COWBOYS. When the idol of millions can't be found and they substitute a dead-ringer cowboy, it's uproarious. Everybody who's watched TV westerns will scream with laughter. Preview in New York last week repeated Coast Preview raves. Book it fast for the holidays. Marquee names: Fred MacMurray, Dorothy McGuire, Howard Keel.

TWO IMPORTANT TRADE SHOWS!

"WESTWARD THE WOMEN"—NOV. 15th



Everything you've heard is true. A Giant attraction by the producer and director of "Battleground." A new idea: The story of 200 husband-hungry women on a perilous pioneering adventure. Great for women. Exciting for men. Robert Taylor, Denise Darcel and exceptional cast.

ALBANY	20th-Fox Screen Room	1052 Broadway	11/15	2 P.M.	MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	11/15	12 Noon
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	11/15	2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	11/15	1:30 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	11/15	2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	11/15	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	11/15	2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	11/15	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	11/15	1:30 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	11/15	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	11/15	1:30 P.M.	NEW YORK-N.J.	M-G-M Screen Room	630 Ninth Avenue	11/15	2:30 P.M.
CINCINNATI	20th-Fox Screen Room	1638 Central Parkway	11/15	2 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	11/15	1 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	11/15	1 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	11/15	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	11/15	2:30 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	11/15	11 A.M.
DENVER	Paramount Screen Room	2100 Stout Street	11/15	2 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	11/15	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	11/15	1 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	11/15	2 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2311 Cass Avenue	11/15	1:30 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	11/15	1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	11/15	1 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	11/15	1 P.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth Street	11/15	2:30 P.M.	SAN FRANCISCO	Motion Picture Service Co.	125 Hyde Street	11/15	1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	11/15	1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	11/15	1 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	11/15	2 P.M.	WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	11/15	2 P.M.

"IT'S A BIG COUNTRY"—NOV. 16th (Except N. Y.-N. J. Nov. 14th)



A world of entertainment with names to fill several marquees: Ethel Barrymore, Gary Cooper, Van Johnson, Gene Kelly, Janet Leigh, Fredric March, William Powell and eight more. Something different for the fans, packed with humor, heart-throbs, excitement, humanity!

ALBANY	20th-Fox Screen Room	1052 Broadway	11/16	2 P.M.	MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	11/16	12 Noon
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	11/16	2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	11/16	1:30 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	11/16	2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	11/16	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	11/16	2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	11/16	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	11/16	1:30 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	11/16	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	11/16	1:30 P.M.	NEW YORK-N.J.	M-G-M Screen Room	630 Ninth Avenue	11/14	2:30 P.M.
CINCINNATI	20th-Fox Screen Room	1638 Central Parkway	11/16	2 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	11/16	1 P.M.
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DALLAS	20th-Fox Screen Room	1803 Wood Street	11/16	2:30 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	11/16	11 A.M.
DENVER	Paramount Screen Room	2100 Stout Street	11/16	2 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	11/16	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	11/16	1 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	11/16	2 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2311 Cass Avenue	11/16	1:30 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	11/16	1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	11/16	1 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	11/16	1 P.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth Street	11/16	2:30 P.M.	SAN FRANCISCO	Motion Picture Service Co.	125 Hyde Street	11/16	1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	11/16	1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	11/16	1 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	11/16	2 P.M.	WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	11/16	2 P.M.

Royal Performance In London's Odeon Is A B.O. Sellout

LONDON, Nov. 6.—The annual Royal Film Performance at the Odeon, Leicester Square, last night was a complete sellout, grossing in excess of £20,000 ($56,000). Additional revenue to benefit the Trade Benevolent Fund was realized from the sale of program advertising in the amount of approximately $25,000, and another $5,000 is expected from later replica performances in Birmingham and Newcastle.

In the Royal party at last night's performance were the Queen, Princess Margaret, the Duke and Duchess of Gloucester and the Duchess of Kent.

Reginald Bromhead, chairman of the Fund, and Robert S. Wolff of RKO-Radio Pictures here, were in charge of organization of the performance. Numerous Hollywood personalities participated in the stage show which accompanied the Royal Performance.

Torrential rains narrowed the usual enormous crowds on the sidewalks around the theatre.

Gordon to London On New Lineup

Richard Gordon, president of Renown Pictures of America, flew to Europe from here for a four weeks' business trip and to confer in London with George Minter, production chief of Renown Pictures, Ltd.

N.Y. Grosses Are Good-Fair

(*Continued from page* 1)

packing them in with "An American in Paris," which is expected to hit a solid $136,000 for the fifth week. At the Warner, "A Streetcar Named Desire" is estimated to rack up a fine $34,000 for its seventh stanza, which ends today. The run, now going into its eighth stanza, equals the all-time record for talking pictures at this theatre. The only other film to run that long was "42nd Street," more than 18 years ago, when the house was known as the Strand.

'Quo Vadis'

M-G-M's "Quo Vadis" will have a dual premiere at the Capitol and Astor theatres tomorrow evening, replacing "Angels in the Outfield," which bowed out last night at the Capitol with only a fair $16,000. In preparation for the premiere, the Capitol will be closed today and tomorrow up to 8:00 P.M., during which time reserved tickets for the premiere will be sold. Regular continuous performances will begin Friday, unlike the policy at the Astor where a two-a-day reserved seat policy will prevail. A satisfactory $9,000 was forecast for the final and seventh week of "Here Comes the Groom" at the Astor.

"Detective Story" bowed in at the Mayfair yesterday following "The Day the Earth Stood Still," which completed its seventh stanza with a medium $9,000. Another Election Day bow was "Across the Wide Missouri" at Loew's State where "Texas Carnival" bowed out in the fourth day of its fourth week with $8,000 estimated for a satisfactory four-day gross.

Xavier Cugat and his orchestra, headlining the current stage show at the Roxy, was ushered in yesterday with "Let's Make It Legal" replacing "Anne of the Indies," which hit a rather weak six-day total of $44,000 for its second and final week. "Desert Fox" for its third week at the Globe is expected to do a nice $28,000. A healthy $53,000 is seen for the third and final week of "The Mob" at the Paramount, which is being replaced today by "Behave Yourself" coupled with a stage show starring Rosemary Clooney.

Dropping but still doing satisfactory business is "David and Bathsheba" at the Rivoli where $13,000 is expected for the 12th week. "Fixed Bayonets" bows there Nov. 20. Another long-standing hold-over, "Oliver Twist," at the Park Avenue Theatre will be replaced by "The Clouded Yellow" next Monday. For the 14th week, a fair $4,700 is seen for "Oliver Twist."

Still doing top business is "The Lavender Hill Mob" at the Fine Arts Theatre with $12,500 estimated for the third week. The first week of "The Browning Version" at the Sutton is expected to hit a good-to-fair $8,500. "Tales of Hoffmann" at the Bijou is forecast to rack up a robust $10,000 for its 31st week, while an excellent $12,000 is seen for the eighth week of "The River" at the Paris.

"The Red Badge of Courage" at the Trans-Lux 52nd Street is dropping, but the estimated $6,000 forecast for the third week is considered satisfactory. The opening stanza of "The Man in the Dinghy" at the Trans-Lux 60th Street hit a disappointing $5,500 and will be replaced Sunday with "Laughter in Paradise."

"Darling How Could You" opens at the Trans-Lux 72nd Street tomorrow.

Wilcox on Quality

(*Continued from page* 1)

cox asserted, takes care of the habitual film-goer and meets their screen wants.

Wilcox declared the purpose of his trip here is twofold. He plans to arrange distribution of his Florence Nightingale picture, "The Lady with A Lamp," and also to sign up some talent for his next production. That picture will be a color version of "The Beggars' Opera" by John Gay, with Christopher Fry doing the screenplay.

The production situation in England is very good in the light of the Eady Plan, Wilcox reported. As for business he said that the good pictures do excellently and the bad ones badly.

Wilcox plans to remain here about three weeks. He expects to be joined in a few days by Michael Wilding who postponed his departure from England in order to appear at the Royal Film performance of "The Lady with A Lamp," in which he stars with Miss Neagle.

Ansco Gets Award

ROCHESTER, N. Y., Nov. 6.—Ansco, a division of General Aniline and Film Corp., Binghamton, N. Y., tonight received the U. S. Camera Achievement Award for 1951.

See UK Aid

(*Continued from page* 1)

tended earlier by the Socialist government in continuing aid to film producers.

It is considered likely, too, that the government will be forced to liquidate the Group Production Scheme under which producers are paid out of state funds.

Both Butler and Peter Thorneycroft, newly-appointed president of the Board of Trade, expect to visit Washington in the near future, which may afford the opportunity for American film industry leaders to meet the two new Cabinet members in whose province falls such matters as remittance of American companies' British film earnings, the British film quota and others. Thorneycroft has tilted often at what he regards as an excess of state controls over trade and enterprise.

"An industry which no longer has to earn a profit or offer a better service than its competitors," he said recently, "has no incentive towards increased effort."

Move to Heal Rank Breach with C.E.A.

LONDON, Nov. 6.—Settlement of the dispute which led to the withdrawal of J. Arthur Rank's theatres from Cinematograph Exhibitors Association membership recently, appears in prospect with the naming of an influential committee by CEA to meet with Rank.

Part of Rank's dissatisfaction with the exhibitor organization appeared directed at W. R. Fuller, CEA general secretary, for alleged partiality to independent theatres. Fuller, however, has received a vote of confidence from CEA's legal, finance and parliamentary committee, after demonstrating that in every cited instance he had acted in accordance with CEA's rules.

It was then claimed that Rank's dissatisfaction should not be with Fuller but with CEA's constitution. It is generally agreed that the Association's rules are in need of an overhaul but any such move might be opposed by the provincial branches, which dominate CEA.

Rank also has asked that increased authority be delegated to the Renters-Exhibitors-Producers committee, which was formed at his suggestion in 1943. A move in that direction has been instituted by memorandum by the officers of the three organizations concerned (KRS, CEA and BFPA). Their recommendations will be taken up first at a meeting of the Renters Society on Thursday.

STOP THIS NOW!

P.B. was an actor and later one of the better known Eastern story editors. His service to the Industry furthered many careers and left its mark on our proud history. He was recently found with his wife — both near 80 years—living destitutely in an abandoned tool shed.

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Publicists

(*Continued from page* 1)

run for one year and will be retroactive to last Oct. 22. Some 30 employes are involved.

Meanwhile, according to Ables, conferences are being held with the National Labor Relations Board office here with a view to setting dates for elections sought by Local 230 among the home office publicists at Loew's M-G-M, Loew's International and RKO Service Corp.

The AFL local won the RKO Pictures unit from the former Screen Publicists Guild in an NLRB election two years ago. It is expected that the forthcoming elections will find District No. 65, DPOWA, also on the ballots. The latter union inherited the units when it absorbed SPG.

Robert Goldfarb signed the RKO Pictures' pact for the company.

DPOWA Wins at WB By A Vote of 28 to Four

By a vote of 28 to four, the publicists of the Warner Brothers home office have picked District No. 65 of the Distributive, Processing and Office Workers of America to represent them in collective bargaining. The four votes were for "no union." DPOWA had no union opposition on the ballot.

Stock Transactions

(*Continued from page* 1)

trading in film company stocks by officers and directors, covering the period from Sept. 11 to Oct. 10.

Jack L. Warner was reported as having given away 2,000 shares of Warner Brothers common, dropping his personal holdings to 414,448 shares. He owns another 21,500 shares through trust accounts. Morris Wolf gave away 600 Warner shares and sold 1,600 shares, dropping his holdings to 700 shares. He also disposed of all 333 shares held in his trust accounts.

At Universal, Preston Davie sold 100 shares of common, leaving 1,309 shares. Joseph H. Moskowitz sold 800 shares of 20th Century-Fox common, leaving himself 200 shares.

The W. E. Griffis trust, controlled by Stanton Griffis, sold 500 shares of Paramount Pictures common, leaving 500.

Griffis also owns 2,000 shares in his own name and 1,000 shares through the Frances Griffis Trust. Edwin J. Smith, Jr., sold his total holdings of RKO common, 100 shares, while Sol A. Schwartz bought another 500 RKO shares, boosting his total to 1,000 shares.

Albert W. Lind sold 100 shares of Republic $1 cumulative convertible preferred, and has 100 shares left.

Landi Joins Meredith

Anthony Z. Landi, recently with I. G. Goldsmith's Gloria Productions, has joined Meredith Productions as associate producer. Landi is now in New York conferring with John Nasht, head of Meredith Productions.

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Television--Radio

Comment and Opinion

THE shortage of good, acceptable comedy material is gradually catching up with even the best of the television comics. It's a bitter lesson which Hollywood taught them long ago. Their predicament, and with it the whole problem of TV comedy programs, was demonstrated forcibly last Saturday when Jimmy Durante had his turn on the NBC-TV All Star Revue.

Durante is a thoroughly likeable performer who, like Jack Benny, Eddie Cantor, Fred Allen and the rest, has an enviable record of entertaining millions over the radio and in films. But last Saturday he was stumped by something which all of the TV funny-men must face sooner or later—he ran out of good, original material.

It was the old Durante all right, going through his rasp-voiced routines and full of inexhaustible energy, but he just didn't have enough to fill a whole hour. He was out-of-place in some of the sketches and, after a while, even his time-honored numbers began to sound a little stale.

Eddie Cantor, when last seen on the air, also fell slightly short of the mark with the visualization of routines that have been popular for so long a time. Jack Benny, on the other hand, going on for the first time this season Sunday over CBS, confined himself to a half-hour show and was at his best.

There may be a lesson in all this. The one hour comedy show, if built around one man only, is hard on the comedian and, after a while, also hard on the audience. The half-hour format, with the talent spread around more liberally, may be the solution.

Jimmy had as his guest Margaret Truman, who was self-conscious at first but thawed out later. She has a thin, but charming, voice and in her unspoiled way appeals on the air. Unfortunately, her lines were chosen with painful care and a matching lack of originality. Her final number with Durante was swell.

The Pet Milk commercial—involving a conversation between Durante and his conscience (in puppet form)—was amusing and highly effective.

► Put on the spot by the television competition, radio comes up with bits of ingenious programming. Take the twice-weekly, five-minute "Will Rogers" program over ABC. It presents excerpts from old Will Rogers broadcasts and should interest a lot of old-timers.

And incidentally, an A. C. Nielsen Co. survey indicates radio listening in homes with television receivers showed a decided gain in 1950. *Radio obviously is not dead. It must merely be used to fit the pattern of the times.*

► How radio and TV can work in happy combination was demonstrated Saturday by the simulcast of the Toscanini broadcast over NBC. It was an experience in both media. The TV coverage was uneven and did not make the most of its many opportunities, but the potential appeal was clearly established.

► **Television programming gets a thorough going over tomorrow when the Sylvania Television Awards Committee of Judges issues its "Report on the State of TV" and hands out its awards to programs and individuals considered to have made "the greatest contribution to creative television technique" during the first seven months of 1951. The awards should be a challenge to the entire industry.**

► That Gene Autry suit against Republic will further stem the flow of pictures to TV. Interesting that he should introduce the anti-trust angle in his action. . . . Educational television making headway. Apparently the networks are quite capable of handling the job. Maybe this will convince the FCC that it's foolish to hand over part of the crowded spectrum to the educators.

—FRED HIFT

Promote Sullivan, Codebo In 20th-Fox Foreign Positions

William W. Sullivan and Cesar M. Codebo have been appointed managing directors in Japan and Argentina, respectively, of 20th Century-Fox.

Prior to his promotion, Sullivan was managing director of Argentina, with Codebo in the post of sales manager.

Sullivan joined 20th Century-Fox in 1930, and since then has held various posts in Latin-America. From 1941 to 1945 he served with the Navy. Upon returning to civilian life, Sullivan became managing director for Fox in Mexico.

Codebo joined 20th in 1934, as branch manager in the Argentine. He became sales manager in Buenos Aires some years later.

CBS to Telecast UN Paris Sessions

The CBS Television Network will broadcast exclusive coverage of the United Nations' General Assembly sessions in Paris, including daily reportage, beginning Sunday, the network reports.

The broadcasts are made possible by a tri-partite agreement signed by CBS, the United Nations and Paramount Pictures.

To Edit Digests

On Sundays, there will be edited digests of the week's events at the United Nations, with Walter Cronkite of CBS-TV news and public affairs providing the narration. The Nov. 11 program will be seen from 3:30 to 4:00 P.M., EST. Beginning Sunday, Nov. 18, the program will move into the 3:00-3:30 P.M., EST, time period.

Services on Coast For Wallace, 57

HOLLYWOOD, Nov. 6.—Funeral services were held here today for Richard Wallace, 57, veteran director. Wallace collapsed and died of a heart attack in the Los Angeles Coliseum Saturday while watching the California-UCLA game.

SAG to Resume Talks Tomorrow

HOLLYWOOD, Nov. 6.—The Screen Actors Guild will resume contract negotiations with major studios Thursday, it was announced.

Negotiations had been temporarily recessed due to the absence from Hollywood of Guild and studio officials.

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Hear Workman, Branton Testify In Anti-Trust Suit

MINNEAPOLIS, Nov. 6. — W. H. Workman, local M-G-M branch manager, took the stand in a $750,000 suit filed by Martin Lebedoff charging all majors, except Columbia and Republic, of conspiring with the Minnesota Amusement Co. to deprive the Minneapolis neighborhood Homewood Theatre of adequate product under reasonable terms and clearance. Workman, expected to be the key distributor witness for plaintiff because of his activity with the outlawed Film Board of Trade and his tenure as M-G-M branch manager during the entire period in which the alleged violations occurred, proved to have a vague memory under questioning of Lebedoff counsel.

John Branton, Maco chief film buyer, was on the stand nearly all day answering questions mostly on routine buying and booking. He again denied that Maco sought or received special privileges from distributors and declared distributors set up clearance for individual theatres which was necessary to "keep an even flow of product available for subsequent runs and prevent booking jams." In reply to a question of Lebedoff counsel, Branton said that to the best of his knowledge no Maco theatre ever resorted to false reporting in any accounting to distributors.

Chicago Tax Down

CHICAGO, Nov. 6. — The October Chicago amusement tax was $97,115-.98, compared with $105,432.94 for October last year.



Supreme Court Upholds WB In Sutphen Estates Plea

WASHINGTON, Nov. 6.—The Supreme Court has dismissed Sutphen Estates' plea to intervene in the Warner Brothers Consent decree proceedings.

In a five to one decision, the high court—which heard argument on Sutphen's appeal last month—upheld a decision of the special three-judge New York District Court, denying Sutphen a chance to intervene.

Sutphen Argued

Suphen, which owns the property on which the Warner Theatre in New York is located, leases the property to the Mark Strand Theatre Co. under a long-term lease. That lease is now guaranteed by the present Warner Brothers company, holding both the production-distribution and exhibition assets. Sutphen argued that under the divorcement proposed in the consent decree, the lease would be guaranteed only by the theatre-owning company, and that this guaranty would not be backed by as much assets as the present guaranty of the combined production-exhibition company. It said it should get a guaranty from both of the new Warner companies—the production-distribution firm and the exhibition firm. It sought to intervene in the consent decree proceedings to make this point. When the New York court refused to allow it to intervene, Sutphen appealed to the supreme court. Despite protests from the Justice Department and Warner, the high court agreed to hear argument on the case.

Justice Maintains

Both Justice and Warner then argued that Sutphen had no standing in the consent decree proceedings, and that any claim it had should be prosecuted through other legal proceedings than by intervention in the consent decree. They also argued that a chief purpose of the decree was to separate the production-distribution and exhibition ends of the business, and that therefore Sutphen's plea ran counter to the intent of the decree.

U. K. Union Strife Halts Lippert Film

LONDON, Nov. 6.—James Carreras' Exclusive Films, shooting here in a working agreement with the Robert Lippert interests, will be forced to shut down as a result of the wage dispute between the Association of Cine and Allied Technicians and the Producers' Association.

ACT has imposed a ban on overtime work which restricts shooting to five days a week. Carreras says he cannot operate on that basis. Under his contract with Lippert, the latter pays two American stars for five weeks' production time. Beyond that period Carreras must find the dollars to pay the stars. He said with a five-day week in effect, he cannot remain within the five-week limit and cannot fulfill his next year's agreement to make seven or eight pictures until ACT modifies its rule.

"Stolen Face," starring Lizbeth Scott and Paul Henreid, which is now shooting, will be completed, but another starring Arlene Dahl and Cesar Romero, scheduled to start Jan. 8, is being abandoned. Other producers contemplate taking similar steps.

UPT Alleges F.&M. Denies Partnership

United Paramount Theatres has complained to the U. S. District Court here that Fanchon & Marco has denied UPT its partnership rights in the Paramount Hollywood Theatre in Hollywood. UPT is represented in the complaint as owning a half interest in the house, with F. and M. owning the other half.

The complaint was included in a UPT motion for intervention in the $900,000 triple-damage anti-trust action which F. and M. filed in 1949 against Paramount Pictures. Federal Judge Gregory Noonan on Monday granted the motion to intervene.

The intervention is limited to the second cause of action in F. and M.'s original two-cause complaint, the first being that Paramount Pictures violated the anti-trust laws by discriminating against the theatre with respect to the supplying of product, notwithstanding Paramount's having been a partner in the theatre during the period covered by the suit.

UPT meanwhile purchased Paramount's interest in the theatre, the complaint in the intervention motion states. It alleges that F. and M. has refused to recognize UPT's 50 per cent interest to the extent that the intervenor has been denied voting rights, access to financial reports and records and officerships in the management of the house. UPT has asked an injunction to prevent F. and M. from continuing to exercise these alleged restraints.

Maco Suit

(*Continued from page* 1)

Theatre. Specifically, the complaint charges the distributors with conspiring with Maco and the Orpheum in refusing to license films to the Edina "except on arbitrary late runs and an arbitrary and unreasonable clearance in favor of first-run theatres" owned and operated by the Paramount and RKO subsidiary companies. The action asks triple damages of $537,000 for loss of business and profits and $100,000 for depreciation of value of the Edina property. The suit comes after a year of wrangling by the Edina for a run in the 28-day slot without competitive bidding.

Jerry Adams Elected Capital Variety Head

WASHINGTON, Nov. 6. — Jerry Adams, branch manager for M-G-M, has been elected the new chief barker of the local Variety Tent No. 11.

Adams and other new officers were elected at a luncheon-meeting and will take office the first week in January.

Victory Orsinger was elected first assistant barker and Jerry Price, second assistant. Jack Fruchtman was named property manager, and Sam Galanty was reelected treasurer.

The new board of governors will consist of the five officers and Alvin Q. Ehrlich, Fred S. Kogod, J. E. Fontaine, Rudolph Berger, Sidney Lust and George Crouch. Morton Gerber will be international canvasman.

Wolfson

(*Continued from page* 1)

utor problems through arbitration and similar efforts of unified industry-wide self regulation rather than through the courts.

Highlights Local Autonomy

"I believe," said the TOA president, "that TOA should engage in no function that can be done by local or regional groups. For example, I believe that the Federal government should engage in no function that can otherwise be done by local and state governmental units. TOA can correlate and co-ordinate problems that must be handled at a national level. This especially concerns Federal taxation, Federal censorship, national sales policies—both good and bad—and other national problems."

Wolfson said his administration as TOA head, which has just begun, will be dedicated to effecting "a very strong grass roots organization through the regional advisory councils and local and state organizations." He spoke also of TOA's aims in the spheres of theatre TV and civil defense.

Gael Sullivan, TOA executive director, prophesied an increase in theatre business, basing his views on the extent to which the national economy is flourishing.

500 Attend

Five hundred theatremen attending the convention also heard Leon Bamberger, sales promotion manager for RKO Pictures, warn that the competition for the amusement dollar will intensify as television and sports try to keep pace with the better pictures now coming out of Hollywood.

Herb Bennin, manager of Loew's Inc., told of the gratifying results from the "Movietime, U.S.A." campaign in this area. Glenn Hall, Cassville, Mo., exhibitor and a director of KMTA, explained methods and results of small town publicity and exploitation.

Film stars in town for the event include Mala Powers, Barry Sullivan, Richard Arlen, and Gene Autry.

Theatre TV Heads Topics On KMTA Meeting Agenda

KANSAS CITY, Nov. 6.—Theatre television, trailers, drive-ins, showmanship and a number of other topics are on the agenda of the annual convention today and tomorrow of the Kansas-Missouri Theatre Association at the President Hotel here.

Speakers will include W. C. Gehring of 20th Century-Fox; Leon Bamberger of RKO Pictures; Mike Simon of M-G-M; Joe Redmond of Fox Midwest; Jay Jackson of National Screen; Mitchell Wolfson, Theatre Owners of America president, and Gael Sullivan, TOA executive director. Dale Danielson is KMTA president and Elmer C. Rhoden, Jr., is convention chairman.

Hendel Leaves Sterling

SEATTLE, Nov. 6.—James Hendel, former West Coast division manager of the old Eagle-Lion Classics and more recently assistant to the vice-president of Sterling Theatres in Seattle, is resigning that post on Nov. 17. After a Florida vacation Hendel is expected to assume an executive position with a distribution company in the East.

NEWS WHILE IT IS NEWS

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VOL. 70. NO. 90 NEW YORK, U. S. A., THURSDAY, NOVEMBER 8, 1951 TEN CENTS

ReportLondon Weighs Cut in Remittances

Say Treasury Asked to Consider Possibility

By PETER BURNUP

LONDON, Nov. 7.—A recommendation that the possibility of reducing dollar remittances of foreign film earnings in Britain be considered by the new Conservative government is understood to be contained in a 20,000-word secret Treasury report recently completed.

The grim messages to Commons given yesterday by Prime Minister Churchill and today by Chancellor of the Exchequer Richard Austen Butler both are said to have been based on the Treasury report in question.

In their messages to Commons,
(*Continued on page 4*)

Opposes Submission Of Italian Films To Production Code

A recommendation that Italian producers refrain from submitting their pictures to the Production Code Administration for a seal of approval will be made by Dr. Renato Gualino, head of the Italian film commission which was set up to implement the new film agreement between Italy's National Association of Motion Picture and Allied Industries and the Motion Picture Association of America.

Gualino, who is spending three
(*Continued on page 5*)

Expect Mandell to Head Canadian Unit

TORONTO, Nov. 7.—Harry S. Mandell, executive of 20th Century Theatres, who is filling the unexpired term of the late Stan Gosnell as president of the Motion Picture Theatres Association of Ontario, is expected to be named president for the next full term by the board of directors of the organization, which is now holding its annual meeting here at the King Edward Hotel.

In opening sessions of the conven-
(*Continued on page 4*)

Universal Gets A Gov't Tax Refund of $450,000

CEA Group to Meet Rank, Davis Monday

London, Nov. 7.—J. Arthur Rank and John Davis, general manager of the Rank organization, have agreed to meet here on Monday with a small committee from the Cinematograph Exhibitors Association to discuss proposals looking to the return to CEA membership of Rank's theatres.

Rank withdrew his theatres from CEA recently but his agreement to meet with the committee is regarded as bringing a rapprochement nearer.

WASHINGTON, Nov. 7.—Universal Pictures and Universal Film Exchanges together benefitted to the tune of $450,000 from tax adjustments made by the government in the 12 months ending June 30, 1951. The adjustments covered excess profits taxes paid in the years 1941, 1942 and 1943. It is the second in a series of Universal tax claims settled by the government. It follows a claim reportedly involving a claim for $1,150,000 paid early in 1950.

The two companies were among 19 film industry firms which got tax refunds during 1950-51 on excess profits taxes paid in World War II and in post-war years. The refunds were just announced by the Bureau of Internal Revenue.

In every case, the Bureau went back
(*Continued on page 5*)

New York Welcomes 'Quo Vadis' Tonight

Tonight will be "Quo Vadis" night in New York.

The world premiere of the M-G-M production will take place this evening at two theatres on Broadway, the Capitol and the Astor.

Exploitation commensurate with a film which was 12 years in preparation and is regarded as the most expensive picture ever made has been devised for the openings.

Forty trumpeters in the regalia of Roman gladiators will be stationed atop the marquees of both theatres to
(*Continued on page 5*)

Midwest Houses to TV Saturday Game

Six Midwest theatres are scheduled to carry the Michigan State-Notre Dame game this Saturday on their large-screen television systems.

United Paramount Theatres, which booked the event, said that its Marbro and Tivoli in Chicago; Paramount in Hammond, Ind.; Paramount, St. Paul, and Radio City, Minneapolis, will carry the contest.

At the same time, Theatre Network Television announced that the Skirball circuit's Rivoli in Toledo, has booked the event, which will mark
(*Continued on page 5*)

TOA Leaders to Meet Here To Plan Regional Session

Mitchell Wolfson, Theatre Owners of America president; Gael Sullivan, executive director; Herman M. Levy, general counsel; S. H. Fabian, executive committee chairman and a number of other top TOA officials will meet here tomorrow to set up an agenda for the first regional meeting of the exhibitor organization, to be held in New York, on Nov. 16.

Among the decisions to be made at tomorrow's parley will be one indicating to what extent trade practice complaints will be taken up at the Nov. 16 meeting, if they are taken up at all. A checkup yesterday brought out the fact that only tomorrow's session would determine if trade practices would be discussed at the meeting one week hence.

It was pointed out that the regional
(*Continued on page 4*)

DeBerry Is Named Paramount Manager

BUFFALO, Nov. 7.—Edmund C. De Berry has been promoted to the post of manager of Paramount's Buffalo branch by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Former salesman in the Charlotte exchange, DeBerry replaces John W. Brown who has been transferred to Boston as a special representative.

Allied to Ask D. of J. Okay On Arbitration

Believes Plan Will Have To Be Part of Decrees

Any industry agreement on an all-inclusive arbitration plan such as proposed by Allied States Association will have to be submitted to the Justice Department for approval, Allied believes.

This was revealed by a top Allied official who asked, however, that his name not be used.

"Any arbitration plan along this line will have to be incorporated into the Paramount case decrees, and will have to be approved by Justice," this official said. "Allied would not want to take any chances on a plan not approved by Justice, and I don't think any distributor would, either."

Meanwhile, in Washington, Allied general counsel Abram F. Myers said
(*Continued on page 4*)

TOA Will Strive to Prevent Theatre Television Monopoly

KANSAS CITY, Nov. 7.—Theatre Owners of America will strive to prevent any monopoly in the theatre television field, Mitchell Wolfson, TOA president, declared today in an address before the convention of the Kansas-Missouri Theatre Owners, a TOA affiliate.

"Theatre television must be made available to all theatres in all towns regardless of size," he told the assembled delegates.

Wolfson said the importance of the-
(*Continued on page 4*)

MPTO Organizes Grievance Comm.

ST. LOUIS, Nov. 7. — The Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, closed their 1951 convention at the Hotel Chase here yesterday with a banquet and general business meeting at which a regional grievance committee was organized to deal with exhibiting problems in this area.

Also on the second day agenda was the election of officers for the coming year. Tom Edwards, retiring presi-
(*Continued on page 4*)

NEWS in Brief . . .

David O. Selznick, who plans to conduct his production and world sales operations from his headquarters here for the next few months, will start immediately to prepare "Gypsy Blood" for early previews and general release in the Western Hemisphere this winter. The film, which stars Jennifer Jones, was co-produced with Michael Powell and Emeric Pressburger.

•

WASHINGTON, Nov. 7.—Natalie M. Kalmus has asked the U. S. Supreme Court to overrule a California state court decision which dismissed her property suit against Herbert T. Kalmus, president of Technicolor.

Mrs. Kalmus sought support and maintenance, and asked that she be adjudged a partner in Technicolor Motion Picture Corp. and be given an accounting of all assets, profits and property of the partnership, and that a receiver be appointed to dissolve the partnership and give her her share.

Kalmus cited a 1921 divorce in Massachusetts and a 1945 property settlement, and asked that the case be dismissed.

•

WASHINGTON, Nov. 7.—The right of the Justice Department to get certain information from members of the Phillips, Nizer, Benjamin and Krim law firm will be argued before the full three-judge statutory court in New York next Tuesday.

The government's interrogatories on the firm were issued in connection with its motions to prevent any officer of a film distribution firm serving as counsel for a competitor.

•

Continuing Republic's policy of star participation in civic events to highlight world premiere presentations, Herbert J. Yates, company president, was host Monday and Tuesday to Gen. Curtis LeMay, commanding general of the strategic air command; Colonel Alfred Kalberer, public information officer of SAC and aide to the general; William Miskell, district manager of Tri-States Theatre Corp.; and Norman Haried of the Omaha chamber of commerce; all of whom flew from Omaha to Republic Studios for discussion of a civic celebration linked to the premiere of the company's film of the B-29s, "The Wild Blue Yonder."

•

BUFFALO, Nov. 7—Elmer F. Lux, general manager of Darnell Theatres, former chief barker of the Variety Club here, and for the last four years City Councilman-At-Large, has been elected president of the Buffalo City Council by a big majority. Lux is also national canvassman of Variety Clubs International. George H. MacKenna, general manager of Basil's Lafayette Theatre, was his campaign manager.

Will Barker, 83, Dead

LONDON, Nov. 7.—Will Barker, 83, one of the British film industry's earliest pioneers, collapsed and died today at a film processing plant which he owns in the London suburb of Wimbledon.

Personal Mention

ALFRED E. DAFF, director of world sales for Universal Pictures, will leave here tomorrow for Paris and London.

•

ARTHUR H. DEBRA, director of the MPAA's exhibitor and community relations department, spoke here yesterday at a New York University class in public relations.

•

HETTY GRAY BAKER, censor representative for 20th Century-Fox and authority on cats, will appear on the "Floyd Betty Pattee" radio program, emanating from Hartford, tomorrow.

•

MRS. AL FITTER, wife of the Paramount exchange salesman in Buffalo, has partially recovered from an attack of infantile paralysis.

•

RUDOLPH GOLDSCHMIDT, Republic Pictures International special representative in Germany, will leave here tomorrow for Frankfurt.

•

MERLE OBERON and MARILYN SILVERSTONE have returned here from Europe.

•

SAMUEL GOLDWYN will be heard on TEX and JINX MCCRARY's program over WNBC today at 11:45 A.M.

•

NORMAN CLARK, film critic of the Baltimore *News-Post*, is visiting here.

GEORGE D. BURROWS, Monogram-Allied Artists executive vice-president and treasurer, has returned to Hollywood from New York.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, have returned here from a trip through the West.

•

STIRLING SILIPHANT, 20th Century-Fox national publicity director, will be in San Francisco from New York on Nov. 12.

•

ROTUS HARVEY, president of the PCCITO, plans to leave San Francisco on Nov. 11 for ITO's Montana meet on Nov. 13-14.

•

LOUIS ASTOR, Columbia circuit sales executive, has left here on a business trip to Washington, Pittsburgh and Cleveland.

•

BEN KATZ, Universal Pictures Midwest ad-publicity representative, arrived here yesterday from Chicago.

•

JOHN TASSOS, Paramount national syndicate and wire service contact, is taking a three-month sick leave.

•

SAMUEL FULLER, 20th Century-Fox writer-director, is due here from the Coast tomorrow.

An announcement of industry-wide importance will be made in this week's issue of

MOTION PICTURE HERALD

Newsreel Parade

GEN. EISENHOWER'S visit to President Truman and the atom-bomb test are given prominence in current newsreels. Other items include football and fashions. Complete contents follow:

MOVIETONE NEWS, No. 90 — Eisenhower sees Truman. Elizabeth and Philip in Washington. Civil Defense test at Providence. Circus animals escape in Arkansas. Flashes from the gridiron.

NEWS OF THE DAY, No. 220—Elizabeth and Philip bid U. S. goodbye. Troops face atomic blast. Eisenhower sees President Truman. Aqua skiing tryouts. Football: Illinois-Michigan; Southern California-Michigan.

PARAMOUNT NEWS, No. 23—'G. I.'s face atom bomb in Nevada. Elizabeth and Philip in visit to Washington. General Eisenhower at Fort Knox. Football: Georgia Tech-Duke; Illinois-Michigan.

TELENEWS DIGEST, No. 45-A—Eisenhower in Washington. Churchill takes over. Britain firm over Suez. UN Assembly in Paris. Report on Universal Military Training. Atom-bomb test. U.S.C. beats Army in football.

UNIVERSAL NEWS, No. 506—General Eisenhower and President Truman. German fashions. Air flivver. Football highlights: Duke-Georgia Tech; Southern California-Army; Maryland-Missouri.

WARNER PATHE NEWS, No. 25—Wanted: Seven Communists. Truman and Eisenhower. Royal couple. UN delegates arrive in Paris. Rain and snow takes over as U.S.C. plays Army and Illinois plays Michigan.

To Demonstrate New Film Process Here

There will be a press demonstration of a new motion picture development, the utilization of a new form of puppet-character creations, at Michael Myerberg Productions here tomorrow.

The studio, with its "Thousand-Faces" process, has already begun the filming of "Aladdin and His Wonderful Lamp," and is also now at work on contracts for TV commercials and films. The full-length version of "Aladdin" is expected to be ready for release by United Artists by Christmas of 1952.

'Detective Story' Hits 4-Year Record

A four-year high for the first two days of a new arrival at New York's Mayfair Theatre is being registered by Paramount's "Detective Story," which opened Tuesday. A terrific $18,000 for the two days was reported. Management said the only other picture at the house to equal that record is "Gentlemen's Agreement," which played in 1947.

Star-Studded Troupe Opens 'Golden Girl'

SAN FRANCISCO, Nov. 7. — Thousands of persons lining the sidewalks cheered the arrival of a star-studded troupe led by producer George Jessel, to tonight's world premiere of 20th Century-Fox's "Golden Girl" at the Fox Theatre. Arriving with Jessel were Mitzi Gaynor, Dennis Day, William Lundigan, Richard Basehart and Helene Stanley.

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Announcement

THE PICTURE SELECTED

BY RADIO CITY MUSIC HALL

FOR CHRISTMAS

IS WARNER BROS.'

"I'll See You In My Dreams"



THE GLORIOUS STORY OF GUS KAHN, THE LOVE SONGS HE WROTE INTO AMERICA'S HEART, AND THE GIRL WHO PUT THEM INTO HIS

DORIS DAY

DANNY THOMAS

FRANK LOVEJOY

PATRICE WYMORE

WITH
JAMES GLEASON

WRITTEN BY
MELVILLE SHAVELSON
AND
JACK ROSE

Musical Direction by Ray Heindorf

Musical Numbers Staged and Directed by LeRoy Prinz

PRODUCED BY
LOUIS F. EDELMAN

DIRECTED BY
MICHAEL CURTIZ

National Pre-Selling

UNIVERSAL-INTERNATIONAL has set a record 10-city promotional tour for its young star, Gigi Perreau, to start in New York on Nov. 18 and end in Chicago on Dec. 7. Miss Perreau, co-starred with Van Heflin and Patricia Neal in "Week-End with Father," also has leads in "The Lady Pays Off" and "Reunion in Reno." She will appear on network and television broadcasts, and in personal appearances, store promotions, civic events, and newspaper interviews while on tour. Also, she is expected to boost the membership in the Gigi Perreau Fan Clubs, now numbering 25,000 admirers of the child star. She will take part in Macy's famous Thanksgiving Parade on Nov. 25 in New York, and has scheduled dates in Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Cincinnati, Cleveland and Detroit.

•

George Pal, producer of Paramount's "When Worlds Collide," now in New York on a personal appearance tour, will spearhead a promotional drive taking him to Buffalo, Detroit, Chicago and Denver. The picture will have its American premiere at the Paramount Theatre, Buffalo, under the sponsorship of the Bell Aircraft Co. Pal will tell audiences that science fiction will rival other action stories on movie screens. Horace McMahon, one of the featured players in Paramount's "Detective Story" is on a 10-city personal appearance tour in behalf of the film.

•

A tieup between Fawcett Publications, Korday Sportswear Manufacturing Co., of New York, Commar Zippers and 51 department stores will beat the drums for 20th Century-Fox's "Down Among the Sheltering Palms." The fashion world will respond with a Gloria DeHaven Korday-designed jacket and skirt, with the promotion placed in 9,000 retail stores. Commar gives the tieup a start with a full-page in Women's Wear, *trade newspaper of the garment industry.* Motion Picture Magazine *will carry a full page ad, and list the key stores where tiein goods may be purchased. Stores will key their advertising to coincide with local theatre playdates.*

•

First motion picture script to be condensed for publication in the *Readers Digest* will be Wald and Krasna's plaudit-winning RKO release, "The Blue Veil." The producers have been negotiating with the publication for the reprinting of the screen play, which will mean the largest circulation ever given a motion picture script. Current distribution of the *Digest* is more than 9,000,000 copies, for the domestic edition alone.

•

Leon Roth of United Artists is mailing out Christmas cards to press and publicity people, announcing the new Alastair Sim production of Dicken's "Christmas Carol" — six months in the making, never shown before— which will be England's contribution to the Christmas spirit in a lot of film theatres on both sides of the Atlantic.

WALTER BROOKS

Snow Storm Delays Prints in Midwest

Kansas City, Nov. 7. — A snow storm blocked traffic and caused the stalling of many cars in Southern Missouri and Southeastern Kansas. By tonight, however, most main highways had been cleared but even these were called hazardous. Several trucks of Exhibitors Film Delivery Service were blocked for hours but all got through to deliver prints in time for shows.

TOA Will Strive

(*Continued from page* 1)

atre television and its impact upon the public cannot be ignored. "TOA will continue to strive for a national system, a competitive system, and to prevent any monopoly in this field."

He reiterated what he had to say on the subjects of arbitration, "grass roots" organization in TOA, regional versus national activity and other subjects at the St. Louis meeting yesterday of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

Cook Elected President At KMTA Convention

KANSAS CITY, Nov. 7.—President Wolfson of Theatre Owners of America and Gael Sullivan, TOA executive director and other visiting speakers backed up their notes of optimism in addresses at the Kansas-Missouri Theatre Association convention with statistics and reason. The program was all forward looking, with examples of vigorous promotion and reports of success from it.

C. E. "Doc" Cook of Maryville, Missouri was elected president at the annual meeting at the Hotel President here. He has before been president and secretary of the exhibitors of this area. Don Burnett of Larned, Kansas was elected vice-president; Glen Hall of Cassville, Missouri, secretary, and Homer Strowig of Abilene, Kansas was elected treasurer to succeed Fred Meyn, who has been treasurer 25 years and has sold his theatre.

Kansas directors are R. R. Biechele, Kansas City; Marcus Landau, Horton; J. E. Delong, Mankato; H. B. Doerring, Garnett; Ernest Block, Sabetha; Dale Danielson, retiring president Russell and Gordon Halladay, Lacross.

Missouri directors elected are Jay Means, Kansas City; Virgil Harbison, Tarkio; Frank Weary, Jr., Richmond; Leo Hayob, Marshall; Ken Winklemeyer, Boonville; Lauren R. Turner, Independence and Elmer Bills, Salsbury.

TOA Leaders

(*Continued from page* 1)

meeting, of which Fabian will be chairman, has been called to deal with problems in general that are confronting theatre operators in the Eastern region, which includes Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, the District of Columbia, Virginia, West Virginia, Maryland, Delaware and New Jersey.

The second TOA regional meeting will be held Nov. 20 in Charlotte.

Remittances

(*Continued from page* 1)

Churchill and Butler gave blunt and sombre warnings of the necessity for "drastic" action to combat inflation and also to adjust the mounting adverse deficit of overseas payments which otherwise could lead to national bankruptcy.

Chancellor Butler today revealed further grim details of Britain's fiscal problems and cited some remedial measures which are felt to be immediately necessary.

The two messages left the British film industry with a degree of apprehension.

Industry officials here said yesterday there is no provision in the new Anglo-U. S. film remittance agreement for opening negotiations looking to a reduction of the permitted remittances until the end of its first year. The new agreement became effective on Oct. 1 and thus its terms could not be changed prior to next Oct. 1.

British negotiators last summer were said to have sought approval of a provision for reopening the agreement at any time, but this was successfully opposed by the American negotiators. It was surmised that the current British reports concerning consideration of a reduction of film remittances might be designed to head off American film interests from availing themselves of another provision in the agreement which permits them to asked for conversion of all unremitted sterling in the event Britain's fiscal position improves. Should any new, large-scale American credits to Britain materialize, it might be argued that the condition had been met.

MPTO Convention

(*Continued from page* 1)

dent, was named honorary president and ex-officio member of all committees.

The newly elected officers included Tom Bloomer of Belleville, Illinois, president; Tom James of St. Louis, vice-president; Louis K. Ansell, chairman of the board; Joseph K. Ansell, treasurer, both of St. Louis, and Lester Kropp of this city as secretary.

The regional grievance board as set up yesterday constitutes a step forward for MPTO in that the organization will now be in much closer touch with individual members, their problems and complaints.

Three regional vice-presidents were also named at the session yesterday. They are: Bess Chulter of St. Louis; L. J. Williams of Union, Mo., and Bill Waring of Illinois.

Expect Mandell

(*Continued from page* 1)

tion, Morris Stein, home office chief of Famous Players-Canadian Corp., and a director of the MPTAO, reported on the recent annual meeting of the Motion Picture Industry Council of Canada; H.C.D. Main reported on the convention of the National Committee of Motion Picture Exhibitors of Canada; and a formal farewell was extended to Clare J. Appel, former Canadian Odeon Theatres official who has resigned as MPTAO director to take over as executive secretary of the Canadian Distributors Association.

Another Extension For Loew's Needed

Washington, Nov. 7. — A further postponement in Loew's deadline for filing a divorcement plan with the New York Statutory Court is likely, Justice Department officials admit.

The current deadline is Nov. 15. Justice officials and Loew's attorneys have been having frequent consent decree talks in recent weeks, but admit that final agreement by the 15th is unlikely, and that another postponement will be necessary.

Allied to Ask

(*Continued from page* 1)

he hoped to have a detailed plan worked out "definitely by the end of the month, maybe sooner."

Myers said the resolution approved by the Allied convention and board meeting in New York last week had the "bare bones" of an arbitration plan. "I suppose it is up to me," he added, "to put meat on the bones and breathe some life into the skeleton." He said piled-up mail and attendance at certain Allied meetings would prevent him from getting to work on the scheme in the next week or 10 days, but that he hoped to get down to it by the middle of the month and have it finished reasonably soon thereafter.

The finished plan would be put before a joint meeting of all distributors, Myers thought—not presented to them one at a time.

Myers made a strong plea for industry officials to hold off "snap judgments" on the Allied plan, and not to "pick it to pieces before it can be fully stated and formally presented to the film companies."

Some industry officials will recognize that Allied's new plan "differs only in form and procedure from the proposals considered by the United Motion Picture Industry conferences in 1942," Myers said.

DPOWA Calls Time In Tilt with Pathe

The severance pay charges which District No. 65, DPOWA, brought against Pathe Industries and Eagle Lion Classics were slated to be heard in New York Supreme Court here this week, but the union asked Justice Carroll G. Walter for more time to prepare its arguments. Defense attorney William H. Englander protested vigorously and asked for an immediate hearing, but the jurist decided to give DPOWA until today to prepare its case.

Under the order defendants are required to show cause why they should not be cited for not abiding by a court-appointed arbitrator's award in favor of former ELC employes who lost their jobs when Pathe sold to United Artists this year.

The ALBANY TRADE SHOWING of "DOUBLE DYNAMITE" will be held at the Fox Screening Room, 1052 Broadway Friday, November 9, at 8:00 P.M. RKO RADIO PICTURES, Inc.

21 Industry Unions Aid Pioneers Fund 'Midnight Frolic'

Union locals affiliated with the industry all over the country are participating in the Foundation of Motion Picture Pioneers' "Midnight Frolic," which is to take place at the Roxy Theatre on Nov. 16 for the benefit of the Pioneers Fund.

Among the 21 unions which have already made contributions are: Moving Picture Machine Operators, Local No. 327, Cincinnati; IATSE, District No. 8; Indianapolis; IATSE, Local No. 84, Hartford; IATSE Local No. B-39, Des Moines; IATSE Local No. 547, Florence, Ala.; IATSE Local No. 33, Los Angeles; IATSE Local No. 23, Providence; IATSE Local No. 51, Houston; IATSE Local No. 650, Westchester (N. Y.) County; IATSE Local No. 386, Columbus; Theatrical State Employees, Local No. 31, Kansas City; IATSE Local No. 96, Worcester; State Employees, Local No. 10, Buffalo; IATSE Local No. 30, Fort Worth; Local No. 306, New York; IATSE No. 444, West Kensington, Pa.; IATSE Local No. 162, San Francisco; IATSE Local No. 218, Pottstown, Pa.; IATSE Local No. 140 Chattanooga; IATSE Local No. 4, Brooklyn; IATSE Local No. 316, Miami.

Mono. Forms TV Film Subsidiary

HOLLYWOOD, Nov. 7.—The formation of Interstate Television Corp., a wholly-owned subsidiary of Monogram Pictures Corp., to produce films solely for television, was announced here by Steve Broidy, Monogram president. The announcement came on the heels of the disclosure of Republic Pictures that it has allocated $1,000,000 for its entrance into the production of films for television.

Appointed to head the Monogram TV subsidiary was G. Ralph Branton, recently nominated to the Monogram board of directors.

Midwest Houses

(*Continued from page* 1)

the premiere of its large-screen TV installation, the only one in Toledo.

Although National Broadcasting will televise the game in the East and in Detroit, the contest will be an exclusive for the six Midwest theatres for it will not be on home TV in those cities.

'Movietime' Campaign Units Continue in High Gear

The Council of Motion Picture Organizations reported here yesterday that 'Movietime' campaign committees throughout the country are continuing to function in high gear to set up plans for promotions and programs designed to capitalize on "the tremendous enthusiasm" generated in newspapers and with the public by the recent nationwide tours of Hollywood personalities, it was announced by officials of COMPO.

COMPO offices in New York have received copies of elaborate mailings prepared by the Texas Committee and the Midsouth committee, both emphasizing the benefits already seen from the "Movietime" campaigns to date, and outlining ideas for future promotions. Both committees urge all showmen in their territories to continue the same intensive promotions which teed off the nationwide "Movietime" campaign, and have arranged to set up machinery to channel all ideas of individual showmen to every other theatre in their areas.

Many other regional Committees are duplicating this same intensive follow-up to the initial campaign.

COMPO, at the request of exhibitors whose territories were not included in the nationwide "Movietime U. S. A." tours in October, will launch five additional tours during November and December, it was announced by national COMPO chairman Robert J. O'Donnell.

MPAA, Ad-Publicity Group Weigh 'Movietime' Plans

COMPO officials met with MPAA's Advertising and Publicity Directors Committee here yesterday to discuss various proposals for maintaining the high tempo of public interest in motion pictures and the industry already generated by the "Movietime U. S. A." campaign.

Further meetings will be held between COMPO heads and members of the Ad-Publicity Directors Committee to formulate plans for the subsequent phases of the "Movietime" program and to consolidate recommendations for presentation to both the COMPO executive board and the MPAA board.

Representing COMPO at the meeting were Ned E. Depinet, Arthur L. Mayer, Robert W. Coyne and Charles E. McCarthy. Ad-Publicity heads who attended included S. Barret McCormick, chairman of the committee; Howard Dietz, Charles Einfeld, Mort Blumenstock, David A. Lipton, Arthur A. Schmidt, Jerome Pickman, Charles Simonelli, Sid Blumenstock, Francis Winikus and Alfred Corwin.

Truman Telecast In Mass. Theatre

Boston, Nov. 7.—President Truman's United Nations speech late tonight is scheduled to be carried by the Colonial Theatre, Natick, Mass., on its newly-installed Theatre-View Television set. Billed as an added attraction to its regular feature film program, the telecast is to be picked up by the theatre from either station WBZ-TV or WNAC-TV, Boston. The television screen at the theatre is 14-by-18 feet, suited to the low-cost system for smaller houses which sells for $3,750.

Italian Films

(*Continued from page* 1)

weeks in New York to establish an office for the Italian Film Export agency, made this statement at a press interview here yesterday. He will return to Italy on Nov. 24, by way of Paris.

The IFE head, who also is president of Lux Films, Italian production organization, said producers of Italy are free to accept or reject his contemplated recommendation, individually or as a group. He said the recommendation will be made in accordance with his own belief that any nation's producers should be at liberty to make pictures in conformance with the standards of their own countries.

The Italians, he believes, should make a general "declaration of policy" with respect to moral content of their films. "We want to make films on a high moral level," he said.

'Quo Vadis'

(*Continued from page* 1)

peal out a thunderous fanfare of welcome to premiere customers.

Fay Emerson and Skitch Henderson will broadcast over Station WMGM from the Capitol before the picture starts and newsreels also will have cameramen covering the event.

Both theatres have had spectacular fronts specially constructed for the engagements which tomorrow will start a continuous run policy at the Capitol and a two-a-day reserved seat run at the Astor.

Invited to attend the simultaneous premiere are leaders in the industry, radio, education and civic fields, as well as film critics from newspapers in many parts of the country.

Welch Represents MPAA

Vincent Welch will represent the Motion Picture Association of America at the forthcoming Federal Communications Commission hearings on theatre television channels. He is not an FCC attorney, as erroneously reported in these columns yesterday. Welch has offices in Washington. Welch and James L. Fly were appointed by the MPAA last week to the staff of lawyers and engineers who will prepare and present the association's case for theatre TV channels.

Tax Refund

(*Continued from page* 1)

and allowed the taxpayer extra excess profits credit, which had the effect of cutting the excess profits tax liability. In most cases, this also resulted in some increase in the regular income tax liability—though, of course, far less than the reduction in ept liability. In all cases, the net result was a tax refund for the firm.

In most cases, the extra credit allowed by the Bureau was far less than that sought by the taxpayer. Universal Pictures, for example, wanted an increased ept credit of over $13,000,000 and was allowed an increase of $890,000. Even this increase in the credit resulted in a reduction in excess profits tax liability of $595,058. The company's ordinary income tax was increased $264,470, for a net benefit of $330,588.

Universal Film Exchanges, after adjustments in its taxes, came out ahead by $119,170.

Greene Names Slate For RKO Theatres

An opposing slate of RKO Theatres directors has been nominated by the minority stockholders group led by Wall Street financial advisor David J. Greene.

Under the banner of "RKO Theatres Stockholders' Committee," the proxy literature, prepared for the first annual stockholders' meeting Dec. 6, listed the following nominees: Greene, A. Louis Oresman, attorney; Jay Emanuel of Jay Emanuel Theatres, Pennsylvania; Robert Parkes Baruch, partner in H. Hentz and Co.; and Daniel O. Morton, vice-president of Albert Greenfield & Co.



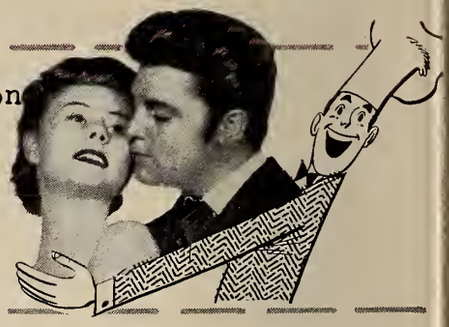


RARE RECIPE FOR A THANKSGIVING FEAST



Take a generous helping of **MITZI GAYNOR.** (You can't have too much!)

Add a virile man-sized portion of **DALE ROBERTSON.**





Blend in **DENNIS DAY** for lilting lyrical flavor.



Spice with **JAMES BARTON** for lightness and tang.

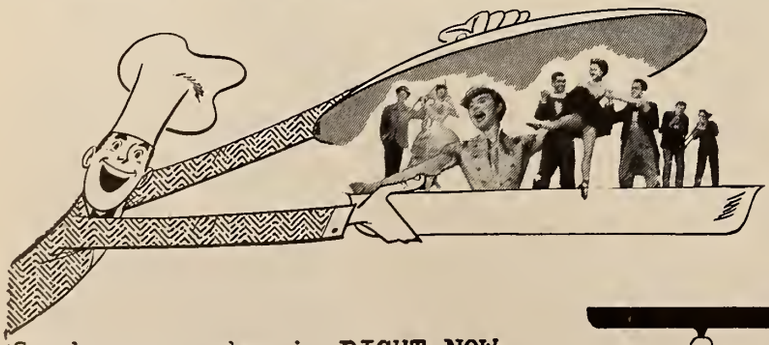
Cut in Melody Romance Spectacle



Sift together with selected **YOUNG STARS** for effervescence and sparkle.



Mix all ingredients thoroughly with taste and discretion and let it heart-warm for 90 minutes on a screen of glowing color.....



THAT'S

GOLDEN GIRL

TECHNICOLOR

A Rare and Entertaining Holiday Treat

Send your order in **RIGHT NOW** to 20th Century-Fox, sole purveyor of this delectable divertisement. Serve hot to your theatre guests for Thanksgiving.

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 91 NEW YORK, U. S. A., FRIDAY, NOVEMBER 9, 1951 TEN CENTS

Theatres Get Many Permits For Building

Find 'Entertainment' Group Is Faring Well

WASHINGTON, Nov. 8.—Persons seeking government permission to build theatres and other entertainment and recreation buildings fared comparatively well in the fourth quarter, the National Production Authority reports.

It reported that of 131 applications from theatres, radio and TV stations and other recreational facilities, 75 received permission to start construction or were exempt, while only 56 were denied. This means that only about 43 per cent of the applications were turned down.

NPA said that 63 per cent of construction applications of all types were

(*Continued on page* 11)

Time for Planning Expected to Delay Exposition in NY

New York exhibitor committeemen who were to go to Hollywood for conferences to plan an industry exposition have "temporarily postponed" the trip, it was learned here.

The exposition, envisaged as an adjunct of the Council of Motion Picture Organizations' "Movietime U.S.A." campaign, was tentatively set for New York's Grand Central Palace next spring.

It is acknowledged in exhibition

(*Continued on page* 14)

MPAA Studying Gualino Statement

Pending consultation with Dr. Renato Gualino, head of the newly-formed Italian Film Export agency, Motion Picture Association of America officials will withhold comment on his statement in New York Wednesday that he will recommend that Italian producers refrain from submitting their pictures to the Production Code Administration for a seal of approval.

It was indicated that John G. Mc-

(*Continued on page* 3)

U. K. Fears Restrictions

LONDON, Nov. 8.—Despite the absence of any mention of motion pictures to date in the grim, austerity speeches to Commons of leaders of Britain's new government, the feeling persists in many informed circles here that the government yet may insist on discussions of a revision of the monetary agreement with the American film industry prior to the conclusion of its first year, unless the progressive deterioration of Britain's economic position is substantially arrested before the spring of 1952.

Meanwhile, the film trade here was immensely relieved that the voluminous list of reductions in imports asked by the government did not include

(*Continued on page* 3)

Frenke, Nebenzal Form Partnership

HOLLYWOOD, Nov. 8.—Formation of Southand Productions, Inc., was announced today by Eugene Frenke, as president, who will be associated with Harold Nebenzal, as secretary. They have scheduled one picture for United Artists release, to be in Cinecolor. It is slated to start at Motion Picture Center Studio on Nov. 26.

Justin Miller Heads Stabilization Board

Washington, Nov. 8.—Justin Miller, veteran in the radio industry, is the new chairman of the Salary Stabilization Board, which sets salary control policies for film talent workers and others. Miller is now chairman of the board and general counsel of the National Association of Radio and Television Broadcasters.

SSB Board Starts Talent Pay Sessions

WASHINGTON, Nov. 8.—A special three-man committee of the Salary Stabilization Board met here today to start formulating recommendations on salary control policies for film, radio and other talent employes. The panel is headed by Roy Hendrickson, and members are Neil Agnew and Philip Siff. The panel will continue meeting tomorrow.

Board officials said they hoped the committee would finish its work by tomorrow, but emphasized that its conclusions are only recommendations,

(*Continued on page* 11)

"Quo Vadis"

(M-G-M)

IF BIGGER, more spectacular motion pictures than "Quo Vadis" have been made, showmen will have difficulty naming them, and will be inviting argument no matter what. For it is the vastness of the scale on which M-G-M and producer Sam Zimbalist have built their production that impresses even more than its epic story of the heydey of pagan Rome and the burgeoning of Christianity in the midst of maniacal persecution.

M-G-M has let it be known that 12 years of planning and an investment of $7,000,000 have gone into the production of this picture. A look at its nearly three hours of screen time affords the visual evidence that those are not fanciful statistics. Out of painstaking research and resourceful imagination there has been recreated a large section of Rome, capital of the world of nearly 2,000 years ago, its people, its conquering legions, and its mad emperor, Nero, who destroys it to find in its flames inspiration for a song.

Inherent in the magnitude of the production are box office values readily recognizable from any audience viewpoint. No doubt but what it will carry a price tag commensurate with the production investment it represents. It could not be otherwise. That, in turn, means that it will have to be commensurately priced for the public. For premium entertainment of this kind, that should be no deterrent at the box office.

MERVYN LEROY has directed the many-faceted story of "Quo Vadis" with showmanly command of the myriad production assets at his disposal. The story rises to one dramatic peak after another, ebbing naturally into the gathering forces that create the ensuing climax.

Robert Taylor, as Marcus Vinicius, commander of one of Nero's victorious armies, and Deborah Kerr, as Lygia, the hostage girl with whom he falls in love, are well teamed. Peter Ustinov, as Nero, provides an impressively

(*Continued on page* 14)

All-Industry TV Meet to Be Held Tuesday

Progress Reported on Plans for FCC Session

WASHINGTON, Nov. 8.—Another all-industry meeting on the coming Federal Communications Commission's theatre television hearings is scheduled at the Motion Picture Association of America's headquarters here on Tuesday.

Spokesmen for the MPAA and the Theatre Owners of America are already definitely lined up, while an invitation to attend has gone out to Allied States Association.

A similar meeting held in New York recently made considerable progress toward working out a united front in the industry on the question of frequencies for theatre TV.

(*Continued on page* 3)

'Quo Vadis' Bows Here to Throngs At Astor, Capitol

New York's Astor and Capitol theatres on Broadway last night held simultaneous world premieres of M-G-M's "Quo Vadis" in an atmosphere of glittering celebration.

"Quo Vadis" premiere in pictures on pages 4 *and* 5.

Scores of celebrities and personalities from the theatre, film, radio, newspaper and many other fields were on hand for the openings of the Technicolor production which was 12 years

(*Continued on page* 14)

Federation to Hold Meeting Here Today

An organizational luncheon-meeting of the Amusement Division of the Federation of Jewish Philanthropies of New York will be held today at the Hotel Astor here. The meeting was called by Emanuel Frisch, chairman, and Barney Balaban and S. H. Fabian, co-chairmen, of the industry's current drive to assist the Federation in its campaign for $20,000,000.

Joseph Willen, director of the Federation, will address the meeting on

(*Continued on page* 11)

General Precision Lists $124,048 Net For Third Quarter

General Precision Equipment Corp. and subsidiary companies report consolidated net sales of $6,950,481 for the three months ended last Sept. 30, compared with net sales of $7,408,149 for the quarter ended Sept. 30, 1950.

Consolidated net income for the third quarter of 1951 amounted to $124,048, equal to 21 cents per common share, compared with net income of $299,438, or 50 cents per share for the three months ended Sept. 30, 1950.

Directors of General Precision have declared a dividend of 25 cents per share on the common stock, payable Dec. 11 to stockholders of record on Nov. 23.

Resnick to Preside At Para. Hearings

WASHINGTON, Nov. 8.—Leo Resnick, one of the Federal Communications Commission's top trial examiners, has been named to preside over the Commission's hearings on the anti-trust record of Paramount Pictures and its affiliates and the proposed merger between United Paramount Theatres and American Broadcasting Co. The hearings are slated to start Jan. 15.

Stockholders, Board Of Mono. Meet Weds.

HOLLYWOOD, Nov. 8.—The annual stockholders and directors meetings of Monogram-Allied Artists will be held here on Nov. 14.

Edward Morey, vice-president of the companies, is scheduled to leave New York by plane tomorrow to attend the meetings with Steve Broidy, president, and other Monogram-AA executives.

Several to Close On Armistice Day

Loew's, M-G-M, Monogram, RKO Pictures, 20th Century-Fox and Warners will be closed all day Monday, Armistice Day. Closed a half-a-day will be Columbia, Paramount, United Artists, Universal and the Motion Picture Association of America. Other film industry firms here will close on about the same proportion as the larger companies.

Barasch Opens Office

Lewis Barasch Associates, public relations firm, has been formed here. Barasch, veteran publicist in the entertainment and sports fields, will concentrate on special promotions for motion pictures, radio and television.

Sheil to Aid Harbert

Dick Sheil of *Good Housekeeping Magazine,* will serve as film industry contact for Ruth Harbert, West Coast motion picture editor of the publication, who is in New York from Hollywood to interview industry executives for material for her "Assignment in Hollywood" feature.

Personal Mention

DORE SCHARY and his executive assistant, WALTER REILLY, will leave here for the Coast today.

•

BERRY GREENBERG, Warner Brothers foreign department home office sales representative, will leave New York today for San Francisco en route to Sydney, Australia.

•

OMAR RANNEY, film critic of the *Cleveland Press,* has been elected president of the Lakewood, Ohio, schoolboard.

•

OLIVER A. UNGER, national sales director of Snader Productions, has left here on a tour around the country.

•

ROBERT MOCHRIE, RKO vice-president and general sales manager, will return here today from Toronto.

•

ARTHUR WILLI, RKO Radio Eastern talent director, will leave here today for Chicago.

•

E. S. GREGG, vice-president of Westrex Corp., has returned here from Hollywood.

•

SAM ZIMBALIST, producer, will leave here for the Coast on Monday.

•

HERB STEINBERG, Paramount publicity manager, will leave here for Bellaire, Ohio over the weekend.

PHIL REISMAN, head of RKO Pictures International, is due back here on Monday from Europe on the S. S. *Queen Mary.*

•

FRED H. HOTCHKISS, Western European manager for Westrex Corp., a subsidiary of Western Electric Co., has left here for Europe.

•

HECTOR FRASCADORE, manager of the Farmington Drive-In at Farmington, Conn., will leave next month for a vacation in Europe.

•

B. S. Moss, circuit head, and MRS. Moss will celebrate their 50th wedding anniversary Sunday night at the Plaza Hotel here.

•

LOU WEINER of M-G-M's special publicity department, will leave here Sunday for Atlanta and Memphis.

•

DON HARTMAN, supervisor of production for Paramount, will return to the Coast today from New York.

•

CHARLES BOASBERG, RKO Radio North-South division sales manager, is in Toronto from New York.

•

HAYES GOETZ, producer, has returned to London from Hollywood.

•

HENRY GINSBERG will leave here today for Hollywood.

An announcement of industry-wide importance appears in this week's issue of

MOTION PICTURE HERALD

Republic and 20th Close Foreign Deal

Republic Pictures and 20th Century-Fox have concluded a long-term deal whereby 20th will distribute Republic product in South Africa. The deal follows the recent visit to South Africa of 20th-Fox president Spyros P. Skouras. Republic product has been distributed in that country by an agency, African Consolidated Films of Johannesburg.

The agreement goes into effect immediately and covers the distribution of Republic's entire output, including features, shorts and serials.

'Home Companion' Features Turner

The December special holiday issue of *Woman's Home Companion,* to be on newsstands late this month, will carry a nine-and-one-half page feature on the life of Lana Turner, titled, "My Private Life," as told by Miss Turner to Cameron Shipp, staff writer of the magazine. The article is profusely illustrated with 19 photographs, ranging in size up to a full page multi-colored photograph of the star.

Rosenfield Starts His Own Business

Jonas Rosenfield, former advertising manager of 20th Century-Fox, has gone into business for himself and has opened an office here to handle advertising and public relations. He does not intend to confine his activities to the film business.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring and introducing
GENE KELLY • LESLIE CARON
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

FARLEY GRANGER
SHELLEY WINTERS
in
BEHAVE YOURSELF!
PARAMOUNT TIMES SQUARE
in Person
ROSEMARY CLOONEY
MYRON COHEN
BOBBY BYRNE and his Orch.
STAN FISHER
TIP, TAP & TOE
Midnight Feature Nightly

JERRY WALD and NORMAN KRASNA
Present
JANE WYMAN in
THE BLUE VEIL
CRITERION B'way & 45th St.

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NEWS in Brief . . .

WASHINGTON, Nov. 8.—Local exhibitors have asked the district commissioners to eliminate a requirement that two licensed operators be on duty in projection booths during film showings. They argued that with the safety features of present-day film and equipment, the necessity for two operators is gone. They also declared that with theatres fighting to stay open, elimination of one man from the projection booth would save money.

Ralph Graimes, business manager of the local union, asked that a decision be put off briefly to give the union a chance to present its side, and the commissioners agreed.

•

With 15,000 playdates as the goal and with well over $2,500,000 already chalked up for the first 2,500 general release key engagements and road shows, Stanley Kramer's "Cyrano de Bergerac" is now ready for subsequent-run engagements in smaller situations. United Artists is distributing "Cyrano."

•

Another two Midwestern cities will join the growing theatre television network. In Omaha, Neb., United Paramount Theatres plans to install an RCA set in one of its theatres there, while the Y. and W. Management Corp. announced that it hopes to have its General Precision Laboratory "Videofilm" system installed in the Palace Theatre, Gary, Ind., before Christmas.

•

John and Roy Boulting, writer-producer-director team, have selected the subject matter for their first M-G-M production after a series of New York conferences with Dore Schary, M-G-M's production vice-president. The background involves Anglo-American co-operation in the armed services and is tentatively titled "Crest of the Wave."

The brothers will leave New York shortly for England, where they will begin research and writing for the film, which will be made in England with Van Johnson and an English star in the leads. The Boultings will write, produce and direct the picture.

Greenfield Named 'U' Albany Manager

Leo Greenfield has been named manager of Universal-International's Albany exchange by Charles J. Feldman, domestic sales manager.

Greenfield, who succeeds Eugene Vogel, who resigned, had been a salesman in the New York exchange since June, 1947. He started in the industry in 1936 as a film buyer and booker for Courtboro Theatres.

All-Industry TV Meet

(*Continued from page* 1)

The FCC hearings are slated for the end of February, and the industry is stepping up its pace of preparation.

TOA will be represented at the meeting by TV attorney Marcus Cohn and the engineering firm of Jansky and Bailey. MPAA spokesmen will include Vincent Welch and James Fly, attorneys hired by the MPAA to make the presentation, and Taylor Mills, Sidney Schreiber and MPAA's engineering experts, McIntosh and Inglis.

Austin Cables Praise to Paramount For Televising U. N. Paris Meet

A congratulatory cable to Paramount Pictures for its "very special contribution" to the work of the United Nations in recording for television the proceedings of the current General Assembly meeting in Paris was sent by Warren R. Austin, chief delegate for the U. S.

The cable, addressed to Barney Balaban, Paramount Pictures president, and made public yesterday, praised the company for "surmounting the technical difficulties that at one time appeared to block television coverage of this assembly in Paris."

The television recorder installed by Paramount technicians for Dean Acheson's speech today was claimed to be the fastest installation of equipment to date.

Plans Two Network TV Shows for Denver Theatre

Negotiations for two television network shows, for sports and news, to be piped into Denver's only present television outlet, at John Wolfberg's Broadway Theatre, are nearing completion, Wolfberg disclosed while on a visit here.

Wolfberg expressed confidence that he will be able to reach deals with National Broadcasting for the Broadway to pick up the network's Saturday afternoon football programs, sponsored by Westinghouse, and NBC's five-night weekly Camel Newsreel show.

The Colorado exhibitor, who was in New York for two weeks to obtain shows for his theatre, said that as far as the news show went he already has received an okay from the William Esty advertising agency which handles the Camel account, to telecast it in his theatre. Wolfberg plans to carry the advertising message with his contemplated pick-ups. His theatre was the only one in the country which televised the World Series games, Denver having no home TV reception.

Despite his optimism in booking the news and sports programs, Wolfberg met a good deal of opposition from network executives in attempting to book entertainment shows such as Milton Berle's. Wolfberg said network executives expressed fear of violating talent contracts and pacts with technicians if a theatre which charged admission was allowed to pick up such a broadcast. He said, however, that he had not actually been turned down as yet, but saw many obstacles in his path.

One program of special interest to Wolfberg is the Red Skelton TV show on Sunday nights over NBC. He said he talked with M-G-M officials here, pointing out that Skelton was an M-G-M star and the film company would profit by increased grosses if his theatre could advertise a "Television Hour" every Sunday night, in addition to its regular film fare.

Wolfberg also spoke to officials of United Paramount Theatres in an effort to hurry installation of theatre TV equipment in UPT houses in such cities as Omaha, Des Moines and Salt Lake City. Installations there, he explained, would reduce line costs to Denver.

Alaska House Destroyed

SPOKANE, Nov. 8.—The Bethel Theatre, Bethel, Alaska, was destroyed by a fire of undetermined origin, with a loss exceeding $50,000.

Capital Will Have 3 Houses with TV

Washington, Nov. 8.—Washington will soon have three theatres with large-screen television facilities.

RKO Keith's was the first, and has taken part in practically all of the trail-blazing theatre TV showings. The Warner Theatre recently installed theatre TV equipment, and now Loew's Capitol is having the equipment put in.

Several other exhibitors in the area, including Sidney Lust and the K-B Amusement Co., have indicated their intention to go ahead with large-screen TV equipment.

Select Nominees For NTFC Elections

A slate of nominees for officers and directors of the National Television Film Council, topped by the nominations of Mel Gold, Leonard Wayne and John Battison for the presidency, has been completed.

Both Gold, of National Screen Service, and Wayne, a TV consultant, were also nominated to the board, while Battison, a TV technician, was proposed also as vice-president and secretary.

Savage of CBS

Other nominations for vice-president were David Savage, CBS, and incumbent president, Andy Jaeger, of Procter Productions; for secretary: William Van Pragg, Bob Paskow, and Connie Lazar; for treasurer, Bill Holland.

Nominations for the board of directors, who with the officers will be elected by the membership in December, include Paul White, Waldo Mayor, Sally Perle, Larry Gordon, Jack Kopstein, Archie Mayers, "Doc" Brown, Van Pragg, Battison, Jaeger, Ed Evans, B. J. Procter, David Bader, Eugene Sharren, Saul Purell, Miss Lazar and Ronald Cannavaro.

Peckham to Atlanta

ATLANTA, Nov. 8.—Ralph E. Peckham, formerly with major exchanges here as a branch manager, has returned to open a branch office of Snader Productions.

French Exhibitors Group Wants Quota System Abolished

By HENRY KAHN

PARIS, Nov. 5 (By Airmail).—The French Syndicate of Exhibitors has asked that the quota system be abolished. M. Trichet, president of the Syndicate, told an exhibitor meeting at La Baule, that the French industry needs no protection. If French product is worth seeing, the public will see it, he said. A quota demanding that theatres play five French feature films each 13 weeks is, in fact, no protection since the public simply stays away from the theatres.

At the moment, France is not making a sufficient number of quality films to meet the demand of exhibition. Trichet made the point that abolition of the quota would not harm French production and would benefit exhibition.

Gualino Statement

(*Continued from page* 1)

Carthy, MPAA vice-president, would confer today with Gualino, who is here to establish an office for IFE, which was set up to implement the new film agreement between Italy's National Association of Motion Picture and Allied Industries and the MPAA. The MPAA was said to be desirous of getting from Gualino a "clarification" of his statement.

Negotiated Last Summer

Under the Italian agreement negotiated last summer by McCarthy and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, of every 100 lira which the U. S. companies have blocked in Italy, 37½ are transmittable to the companies at the official rate of 625 to the dollar; 12½ go to finance IFE and the remaining 50 go toward the production of films in Italy and the importation by Italy of films from any country in the world.

When Gualino made his statement, he acknowledged that films without the Production Code seal meet with resistance from American theatre operators. He said he was of the opinion, however, that if Italian pictures which enter this country under the new agreement do not meet with condemnations from organizations such as the National Legion of Decency, "we'll have no trouble."

Fears Restrictions

(*Continued from page* 1)

films. It is emphasized, however, that the curtailments announced for the present are interim and emergency measures only. The whole pattern of the country's economy is due for more detailed examination during the coming eight weeks' recess of Parliament.

Legion Puts French Film in Class C

The latest report of the Legion of Decency places the French film, "La Ronde," in Class C, and has placed four other films in Class B. The latter are: "The Girl on the Bridge," 20th Century-Fox; "Mill on the Po," Lux Films; "Ten Tall Men," Columbia; "The Unknown Man," M-G-M.

"Quo Vadis" in Twin B'way Premiere





The eyes of the industry last night centered on the world premiere of "Quo Vadis," M-G-M's much-heralded spectacle-drama of Rome in the days of Nero and the early Christians. Broadway crowds, and police, were out in force for the openings at the Astor and Capitol. The premiere was mostly invitational although some seats were sold in the balcony of the Astor where the attraction starts its reserved seat, two-a-day policy today. The Capitol engagement will be at prices advanced beyond regular schedule on a grind policy



Nicholas M. Schenck, president of Loew's, Inc., and Mrs. Schenck



S. H. Fabian and Sam Rosen, partners in Fabian Theatres



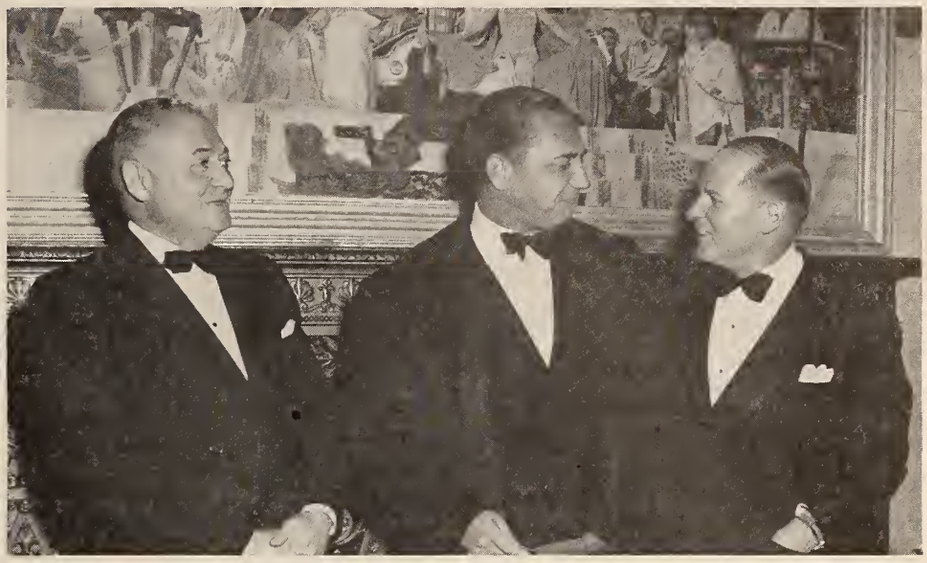
Sol A. Schwartz, president of RKO Theatres, and his wife



Dore Schary, vice-president in charge of M-G-M production, and Mrs. Schary



Rouben Mamoulian, film and stage director; his wife, and Howard Dietz, M-G-M vice-president in charge of advertising and publicity



Oscar A. Doob general executive of Loew's Theatres; Sam Zimbalist, producer of "Quo Vadis" and Silas F. Seadler, advertising manager of M-G-M



Joseph R. Vogel, vice-president of Loew's, Inc. in charge of Theatres; Barney Balaban, president of Paramount, and Mrs. Balaban



Herman Robbins, president of National Screen; left, Mrs. Robbins; Mrs. George F. Dembow and her husband, NSS vice-president in charge of sales







Left: Finlay Currie, who plays Peter in the film; Margaret O'Brien and Eugene Picker, in charge of Loew theatres in Greater New York. Above: E. K. O'Shea, vice-president of Paramount Films Distributing Co.; Major Albert Warner, vice-president of Warner Bros. Pictures, and Mrs. Warner. Right: Charles M. Reagan, M-G-M sales executive, and Mrs. Reagan

Photos for Motion Picture Daily by Cosmo-Sileo

Motion Picture Daily Feature Reviews

"The Barefoot Mailman"

(Columbia)

ROBERT CUMMINGS is a chucklesome hero-villain in this outdoor, SuperCinecolor drama. It appears that in the latter stretch of the last century the swamplands and jungles of Florida were the last frontier of America. That hardy soul, known as the barefoot mailman, kept communications between outposts moving by foot, and it was a job frequently menaced by marauding beachcombers.

Jerome Courtland plays one of these mailmen whose route is from Palm Beach to Miami. He makes the trip one day with Cummings, a smooth-talking confidence man. En route they find themselves trailed by another person, Terry Moore, who at first disguises herself as a 12-year old girl. The journey is marked with dangers, clashes, kidnapping, and other incidents devised by the devilish beachcombers, but the trio finally reach their destination. By this time, however, a rivalry for Miss Moore has developed between Courtland and Cummings.

As the screenplay, by James Gunn and Francis Swann conceives Cummings, he is quick with his tongue, handy with his fists and fast with a scheme. In Miami he teams up with storekeeper Will Geer in an attempt to bilk the people of funds which are supposed to be used to build a railroad. A plot is arranged whereby the beachcombers raid the town and steal the money. A furious battle finally ensues between the townspeople and the beachcombers, and when the tide is about to turn against law and order, Cummings steps in and saves the day. In a comic ending, a worn but relieved group of Miamians give Cummings his walking papers.

There is a certain mirth and bounce to Cummings which gives a lift to the picture even in its more routine aspects. Robert Cohn produced and Earl McEvoy directed.

Running time, 83 minutes. General audience classification. For December release.

MANDEL HERBSTMAN

"Double Dynamite"

(RKO Pictures)

WITH SUCH SOLID NAMES as Frank Sinatra, Jane Russell and Groucho Marx in the cast, "Double Dynamite" starts out immediately with assurance of popular box-office response. The picture is one of those light-hearted comedies with songs that is not strong on credulity but manages to strike a mood that always is relaxing and satisfying.

The trio in the lead make a smart entertainment combination. Sinatra plays a cautious young bank-teller who tries unsuccessfully to convince his boss that he needs a raise in order to marry his shapely fellow-worker. That colleague is, of course, Miss Russell, and it is an argument that she has with Sinatra over money that leads to his getting caught up in a whirlwind of melodramatic events. After a luncheon quarrel, Sinatra takes a short-cut alley route back to the bank when he comes upon some thugs slugging a man. Sinatra is quick to the rescue and the victim turns out to be "Hot Horse" Harris, a bookie, who insists on giving Sinatra a thousand dollar reward and who then proceeds to parlay the money for him on a series of races so that the dumbfounded Sinatra winds up with a fortune.

By a weird coincidence in the Melville Shavelson screenplay, there is a shortage of thousands of dollars at the bank, leaving Sinatra a bundle of contradictions about what to do with his winnings.

Marx plays a waiter who is much quicker with his gags than his service. Whenever proceedings are in danger of faltering, Marx comes on with his buoyancy to perk things up noticeably. And as an advisor to the beleaguered Sinatra, Marx is quite successful in compounding the comic confusion. The police are just about to nab Sinatra for embezzlement when it is discovered that the real culprit is the bank's adding machine that has gone berserk. Thus all ends happily, romantically, and on a note of song by Sinatra. Irving Cummings, Jr. produced and Irving Cummings, Sr. directed.

Running time, 80 minutes. General audience classification. For December release.

M. HERBSTMAN

"South of Caliente"

(Republic)

ROY ROGERS gets away from his usual plot formula in Republic's "South of Caliente" and the departure makes this an unusually entertaining Western. Credit for the screenplay goes to Eric Taylor. Edward J. White was associate producer and William Witney directed.

Rogers conducts a trucking service which takes horses from one race track to another. One job requires him to take a valuable horse belonging to Dale Evans away from the ranch which she is in danger of losing. Miss Evans, it seems, must sell the horse in order to save the ranch. The first trouble ensues when Rogers and his caravan cross the border into Mexico and the trailer truck with its valuable cargo of horses, including the one belonging to Miss Evans, is hijacked. Rogers sets out to discover who the criminals are and while doing so finds that murders have been committed. As the plot unwinds, Rogers discovers that a couple of men on Miss Evans' ranch staff are involved in the criminal proceedings. By some astute detective work, he finds out that Miss Evans' horse has been stolen and his identity changed in order to enter him as a "dark horse" at various tracks. There is some good action as the culprits are rounded up. Rogers does a good deal of riding on Trigger, his famous horse. Providing the comedy relief as Rogers' helper is Pinky Lee. The picture is also enlivened by several musical numbers.

Running time, 67 minutes. General audience classification.

"Elopement"

(20th Century-Fox)

CLIFTON WEBB, that wonder man of the screen, now has a new sensation to react to, the elopement of his daughter. The discovery of the elopement arouses Webb's full pedantic fury, for he is almost convinced that no man is worthy of his daughter's hand. Thus the comic shenanigans begin. The film is a thoroughly enjoyable one and the general public should react to it favorably. At the Roxy Theatre here where the film was "sneaked" the audience responded with obvious delight.

Anne Francis, as Webb's daughter, makes her first appearance on the screen under 20th Century-Fox's banner. She has both beauty and ability and looks very promising. William Lundigan is cast as her prospective groom.

Webb and his wife, Margalo Gillmore, immediately dash over to their prospective groom's parents to register a complaint. The parents, Charles Bickford and Evelyn Varden, react to the hostile visit and enmity results. The parents on both sides decide to drive to the town where the youngsters are to marry and block it.

The screenplay, by Bess Taffel, has a maximum of laughs and incidents in the night drive to the "rescue." When the parents finally catch up with the youngsters they have a change of heart and decide that they really want the marriage to go through. In the meantime, however, the youngsters quarrel and decide to abandon the marriage. Both comic and dramatic moments are wrung out of these cross currents, until finally all misunderstandings are resolved in a happy ending.

Reginald Gardiner, who skips humorously about the periphery of the story, contributes considerably to the overall enjoyment of the film. Fred Kohlmar produced and Henry Koster directed.

Running time, 82 minutes. General audience classification. For December release.

M. HERBSTMAN

"Fort Defiance"

(Ventura—United Artists)

THERE is a quality of latent power to this story which immediately sets it notches above the average outdoor action drama. It has other qualities which the exhibitor will find redeemable at the box office, among them, good performances by Dane Clark, Ben Johnson and Peter Graves, greater character development than customary in a Western, and impressive outdoor shots in color by Cinecolor.

Clark portrays one of the toughest, nastiest hombres that ever menaced the West. Not only that, he deserted in a battle in the Civil War, causing all but one in his company to be killed. This sole survivor is Johnson, who is now determined to kill Clark. While waiting for Clark to return to his ranch, Johnson grows attached to Clark's blind brother, Graves. It seems that Graves thinks Clark is a shining hero, which makes the final realization of his worthlessness all the more painful when it comes.

Several cross-currents of emotion have been put into the screenplay by Louis Lantz. When Clark finally arrives there is the deadly tension between him and Johnson, and fluctuating feelings in the blind brother. This is set off against the rage of a town mob that is bent upon the elimination of both brothers for motives of their own. The fight against the mob is presented against an even larger fight against aroused Indians. To be sure, there are plenty of battles, small and large, all of which makes for visual excitement.

A slight romance between Tracey Roberts and Graves has been worked into the story. By the time the finale rolls around, Clark bows out with redeeming heroism.

Frank Melford produced and John Rawlins directed for Ventura Pictures.

Running time, 81 minutes. General audience classification. Release date, Nov. 9.

M HERBSTMAN

"The Big Night"

(Philip A. Waxman—United Artists)

JOHN BARRYMORE, JR., tops the cast in this melodramatic adaptation of Stanley Ellin's novel, "Dreadful Summit." The film is studded with moments of suspense and excitement, and, although it has its slow spots too, it is on the whole an effective offering whose saleability will depend somewhat on the drawing power of the Barrymore name and that of Preston Foster, who co-stars.

Produced by Philip A. Waxman and directed by Joseph Losey, "The Big Night" opens with Foster, an ex-boxer who presently operates a cafe, celebrating the birthday of his young son, Barrymore. Howard St. John, a sports columnist, walks into the restaurant as the boy and his father are chatting, orders Foster to get down on his hands and knees, and beats him unmercifully with a cane. The youth cannot understand why his father takes the beating without fighting back.

Now embittered, both at his father for not confiding in him and at St. John, Barrymore takes a revolver from the cash till and sets out to track down the columnist. He is shunted from one series of circumstances to another until he gets to St. John who explains that the boy's father was the cause of his sister's committing suicide.

Further disillusionment for Barrymore, the columnist is shot as it turns out later not seriously, and everything is wrapped up in the happily-ever-after manner. Foster gives a credible performance, and so does Philip Bourneuf in the rather complex character of philosopher and playboy who first befriends the youth and then rebuffs him. Losey and Ellin wrote the script.

Running time, 75 minutes. General audience classification. Release date, Dec. 7.

SCENE AFTER SCENE CHEERED LAST NIGHT!

A Pictorial Review of M-G-M's Mighty Technicolor Masterpiece!

"QUO VADIS"





(*Above*) Robert Taylor as the pagan Roman general who succumbs to the allurements of Deborah Kerr as the Christian hostage. (*Right, above*) Principals in the magnificent cast of thousands. All won plaudits from a cheering World Premiere audience.

(continued)













AUDIENCE THRILLED AT WORLD PREMIERE!

"QUO VADIS"

Just a Few of the 1,000 Big Scenes From M-G-M's Famed Technicolor Production!

←(on the opposite page)

TOP PHOTO: Pagan ceremony before 30,000 people in the forecourt of Nero's palace as the Roman populace pays homage to vestal virgins and pagan gods.

INSET: Hundreds defy Nero's soldiery to listen to the thrilling message of Peter.

BOTTOM LEFT: The court of Nero at the height of its decadent revelry.

BOTTOM RIGHT: The martyrs at the mercy of the hungry lions in the circus of Nero.

(on this page)

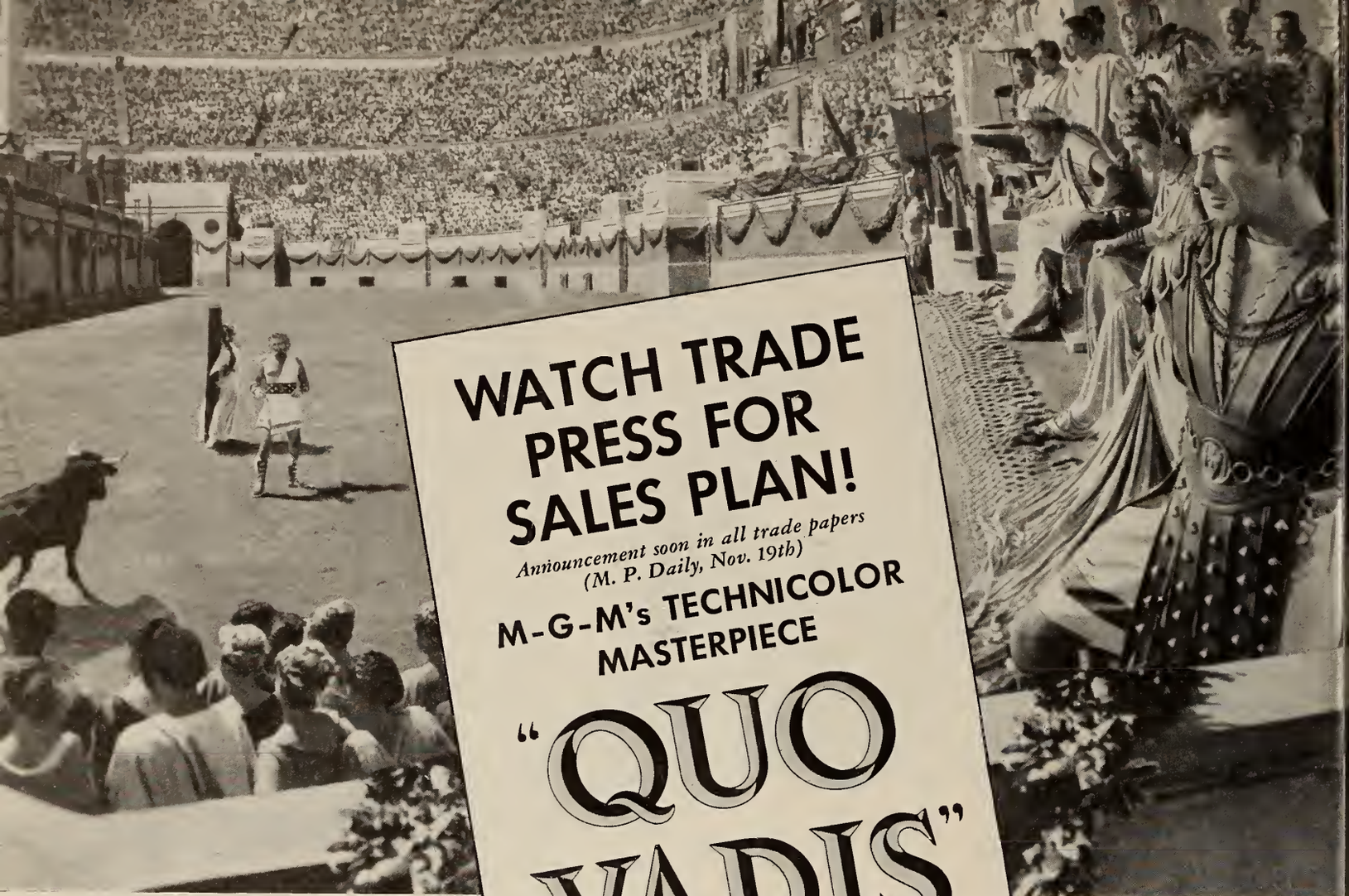
TOP CENTER: The mad Emperor Nero.

TOP RIGHT: Robert Taylor remembers his love for Lygia as the seductive Empress Poppaea, guarded by pet cheetahs, seeks to entice him.

BOTTOM RIGHT: Panic in the night—fear-stricken citizens flee through the sewers of Rome to escape the burning city.

(continued)





WATCH TRADE PRESS FOR SALES PLAN!

Announcement soon in all trade papers (M. P. Daily, Nov. 19th)

M-G-M's TECHNICOLOR MASTERPIECE

"QUO VADIS"

Last night's World Premiere at the Astor and Capitol, New York was a milestone in film annals. No attraction in all show history is so eagerly awaited!

starring

ROBERT TAYLOR · DEBORAH KERR

LEO GENN

and

PETER USTINOV

COLOR BY **TECHNICOLOR**

Screen Play by JOHN LEE MAHIN and S. N. BEHRMAN · SONYA LEVIEN

Based on the Navel by Henry Sienkiewicz

Directed by **MERVYN LeROY**

Produced by **SAM ZIMBALIST**

A Metro-Goldwyn-Mayer Picture

On this page:

TOP: The Giant Ursus fights a death-duel with the maddened bull to save Lygia tied to the stake as thousands ask for the blood of the Christians.

BELOW (*Right*): Nero strangles his beautiful Empress.

BELOW (*Left*): Acclaimed by the wealth and beauty of the city, triumphant Roman legions return with chained captives.



SSB Board

(*Continued from page* 1)

and that the final decision rests with the Salary Board itself. They said there was no indication how long the board might take in passing on the committee's recommendations, but pointed out the board so far has moved very slowly in other fields.

Indications are that the committee's recommendations would not be made public until a final decision is made by the Salary Board.

Submitted Supplemental Brief

The Association of Motion Picture Producers and the talent guilds have submitted a supplemental brief, again requesting that the committee permit the film industry to continue operating under traditional salary policies, as sanctioned by the so-called Wirtz Letter from the Wage Stabilization Board.

Meanwhile, Wage Board officials said there is absolutely no sign of any early action on the long-standing report from the special WSB panel on whether to lift wage control entirely in the film industry and other industries exempt from price control. The panel, in its report on Aug. 22, split half-a-dozen different ways, and the board has been reluctant to take up so obviously complicated a problem. A board spokesman said there are "too many other pressing problems to look for any early action" on the exemption question.

DPOWA 'Withdraws' Charges Against ELC

District No. 56 of the Distributive, Processing and Office Workers of America withdrew the severance pay charges against Pathe Industries and Eagle Lion Classics which were scheduled to be heard yesterday in New York Supreme Court here, it was reported by William H. Englander, attorney for the companies.

A spokesman for the union said, however, that the withdrawal was not official but rather represented "a legal move" designed to benefit the union's case. Under the hearing order the defendants were asked to show cause why they should not be cited for not abiding by a court-appointed arbitrator's award in favor of former ELC employes who lost their jobs when Pathe sold ELC to United Artists this year.

Chaplin, 'IA' Settle

HOLLYWOOD, Nov. 8.—The IATSE has disclosed that Charlie Chaplin Studios has signed a basic pact with the union thereby clearing the way for shooting Chaplin's new picture, "Limelight," scheduled to start Nov. 19. The union earlier had threatened to pull off construction crews, and if necessary prevent shooting crews from working on the picture when they encountered what appeared to be opposition to signing the contract by Chaplin, according to IATSE representatives.

Sell Brandt Property

Berk and Krumgold, theatrical realty specialists, in association with John W. Real of Mt. Vernon, N. Y., have sold for Harry Brandt the Embassy Theatre property in Mt. Vernon to Louis Rubinstein, realty investor.

Reviews

"Flight to Mars"

(*Monogram*) *Hollywood, Nov.* 8

SOLID entertainment value is embodied in this fanciful story of interplanetary flight in a rocket by a group of adventurous scientists of the Earth. What the planet Mars and Martians might be like is seen. The flight of the Earth-men through space as well as encounters with meteoric bombardments and scenes depicting life as it is lived almost totally underground by the Martians, are perceptibly enhanced by the use of Cinecolor. Walter Mirisch produced and Lesley Selander directed.

The script, by Arthur Strawn, begins with preparations completed for the rocket flight on which three scientists, Arthur Franz, John Litel and Richard Gaines are accompanied by Cameron Mitchell as the newspaper man, and Virginia Huston, who plays the love interest quite convincingly.

Except for a few minor incidents, and one which wrecks their landing gear, the expedition reaches Mars in what apparently is desolate and barren terrain, on which they crash land, without injury, except to the rocket. Mysterious stacks which they find, protruding above the ground are actually entrances to a world of life and color beneath the hard, frozen surface of the planet. They are soon greeted by friendly Martians who, having intercepted radio messages from the Earth, knew about their journey, but in the course of events intrigue grips the Martian leaders who want to prevent the group from returning to Earth. The Martian's life-giving element, Corium, which is used to provide light, heat, water and air is nearing exhaustion, and their survival could be assured if they could capture the rocket as a model to build a thousand more in which to ferry the Martians to Earth. But their plot becomes known, and in an exciting finish the Earth-men escape in their repaired rocket, taking back with them one of the beautiful young ladies of Mars, played by Marguerite Chapman, as Alita.

Running time, 72 minutes. General audience classification. Release date, Nov. 11.

"Jungle of Chang"

(*Svensk-RKO Pictures*)

SVENSK Filmindustri Productions has turned its documentary cameras upon Northern Siam to make an interesting and informative study of its life and customs. Woven into the documentary background is a slight dramatic narrative that concerns a young married couple, PoChai and MeYing, and their struggle for existence.

Struggle, as a matter of fact, is the keynote of the picture. After the marriage the couple go into the jungle to build their home and clear space for a rice field to support them. Depicted is the fight against the jungle animals, against poverty, drought and various other elements. When finally all sources for obtaining material for survival are depleted PoChai ventures into the teak forests to obtain employment as an elephant rider. When the season spins around and the rains come, PoChai returns to his rice field and his wife to face the future again.

The picture illumines the ceremonials and the way of life of a primitive people that makes for exotic footage. It was directed by Paul Fejos and Gunnar Skoglund. The commentary is spoken by Leonard Bucknall Eyre.

Running time, 67 minutes. General audience classification. November release.

MANDEL HERBSTMAN

"Elephant Stampede"

(*Monogram*) *Hollywood, Nov.* 6

THERE ARE more animals, more story, more heavies and more action packed into "Elephant Stampede" than in several of its predecessors in the Bomba series joined together; not that any of its earlier counterparts have not been well received, especially in the category of youngsters.

Beebe's script opens in a jungle village where a white woman is teaching the native chief English in a makeshift schoolroom and her aide, played by Donna Martell, is teaching Bomba the alphabet in the adjacent jungle. This pleasant place is disrupted by a couple of white hunters who invade the area, an elephant sanctuary, intent upon killing elephants for the profit which the sale of their tusks can bring them. The depredations begin when they murder their guide, and end, after many conflicts, with one of the villains killing the other and the elephants killing the killer.

Others in the cast are Edith Evanson, Martin Wilkins, John Kellogg, Myron Healey, Leonard Mudie and Guy Kingsford.

Running time, 71 minutes. General classification. Release date, Oct. 28.

Joe E. Brown Cited

WASHINGTON, Nov. 8.—Joe E. Brown has been elected by the Variety Club of Washington as "The Personality of the Year in Show Business," chief barker Morton Gerber announced. A plaque will be presented to the star at the local tent's annual dinner-dance on Nov. 17 at the Statler Hotel here.

Form Manor Films

Edward W. Finkelstein and Sanford Weiner have formed Manor Films, which will concentrate on the distribution of specialized foreign and domestic product.

Elect Abberley, Borella

Lester S. Abberley, special counsel, and Victoria Borella, manager of operations of Rockefeller Center, Inc., have been elected to the board of directors of Radio City Music Hall Corp., it was announced here by G. S. Eyssell, president of Rockefeller Center.

Another UA Theatre

SAN FRANCISCO, Nov. 8.—The 1,688-seat State Theatre in San Jose, Cal., formerly operated by T and D Jr. Enterprises, is now the United Artists Theatre and is under UA operation.

Get Permits

(*Continued from page* 1)

turned down in the fourth quarter, meaning that entertainment projects fared considerably better than construction generally. In fact, only "miscellaneous residential" projects had a lower denial percentage. All other major categories had denials upwards of 50 per cent.

$21,602,000 of Building

The 131 entertainment applications involved $21,602,000 of building, NPA said. It alloted materials to 11 projects, involving $7,957,000; approved another 26 projects, involving $1,520,700 of construction, without making any allotments of materials; and ruled that 38 other projects, totaling $894,820, were exempt. The 56 projects turned down involved $11,229,000 of building.

NPA officials said indications are that the rate of rejection for the first quarter of 1952 will be higher than for the fourth quarter of 1951. They made this statement about construction generally—but it is believed certain to be valid for theatre construction specifically.

NPA said it was unlikely that approval would be given any project not at least 20 per cent complete or of a direct military or defense-supporting nature.

Federation Meeting

(*Continued from page* 1)

the Federation's non-sectarian services to the community through its network of hospitals, child care and psychiatric agencies. He will also outline the objectives of the current campaign.

Leo Brecher, New York circuit owner, will report on the achievements of last year's drive.

Among those invited to attend the luncheon-meeting are: Charles Rosenberg, Harry Brandt, Max A. Cohen, Jack Cohn, George Dembow, Edward Fabian, Emil Friedlander, Leopold Friedman, Leon Goldberg, Leonard Goldenson, Irving Greenfield, Donald Henderson, Arthur Israel, Jr., Henry Jaffe, Malcolm Kingsberg, Arthur B. Krim, Al Lichtman, Samuel Rinzler, Harold Rinzler, Herman Robbins, Samuel Rosen, Edward N. Rugoff, Adolph O. Schimel, A. Schneider, Sam Schneider, Fred J. Schwartz, Sol A. Schwartz, George Skouras, Spyros P. Skouras, Spyros P. Skouras, Jr., Joseph R. Vogel, Albert Warner and Max E. Youngstein.

Masterpiece Gets Realart Franchise

NEW ORLEANS, Nov. 8. — Masterpiece Pictures, Inc., through their spokesman, Milton Dureau, vice-president and general manager, says they have acquired the franchise of Realart Pictures and Jack Broder Productions for exclusive territory. The deal was consummated between former franchise holder E. V. Landaiche, Realart, New York and Masterpiece, New Orleans officials. Sales price was not disclosed.

Dallas Theatre Deal

DALLAS, Nov. 8.—The Dallas Theatre, formerly a Telenews operation, is now under the new management of Greater Texas Theatres, owned and operated by L. N. Crim, Jr. and Robert Hartgrove.


A GREAT
REX
(THE A
...now a
NOW IN PRODUCTION
"COLORADO SUNDOWN"
"THE LAST
MUSKETEER"


REX ALLEN
ON THE STAGE IN PERSON
ON THE SCREEN IN ARIZONA COWBOY
AND SQUARE DANCE JUBILEE
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FOR THE SEASON 1951-52
REPUBLIC, THE #1 WESTERN STAR MAKER OF THE INDUSTRY, IS PROUD TO ANNOUNCE REX ALLEN WITH KOKO, "THE MIRACLE HORSE OF THE MOVIES," IN A NEW SERIES OF THE FINEST OUTDOOR PICTURES EVER BROUGHT TO THE SCREEN ... SUPPORTED BY THE GREATEST NAMES IN OUT-DOOR ENTERTAINMENT.
ALLEN
ZONA COWBOY)
imed by thousands of exhibitors
nd millions of movie fans!

N.Y. Premiere

(*Continued from page* 1)

in preparation and took three years to film in Italy. As the invited guests entered the Capitol, 30 trumpeters atop the theatre's marquee heralded the event, and at the same time 10 other trumpeters greeted from atop the Astor's marquee those who entered that house.

Newsreels Recorded

Also, as the guests arrived newsreel cameras recorded the proceedings at the two deluxe theatres. In the lobby of the Capitol from 8:00 to 8:30 P.M., Fay Emerson and Skitch Henderson interviewed over Station WMGM the celebrities and M-G-M executives as they arrived. The newsreel clips were to be shown on television news broadcasts later in the evening over a national network.

Arrivals included Nicholas M. Schenck, president of Loew's Inc.; Dore Schary, M-G-M production vice-president; Sam Zimbalist, producer of "Quo Vadis;" Charles C. Moskowitz, M-G-M vice-president and treasurer; William F. Rodgers, distribution vice-president; Howard Dietz, ad-publicity vice-president, and three members of the picture's cast, Robert Ottavino, Finlay Currie and Adrienne Corri.

Among those invited were Margaret O'Brien, James Mason, Denise Darcel, Gloria DeHaven, Barry Sullivan, Ceil Chapman, Carleton Carpenter, Dorothy Kilgallen, Ilka Chase, Ava Gardner, Rosalind Russell, Sarah Churchill, Elizabeth Taylor, Edgar Bergen, Rouben Mamoulian, Marlene Dietrich, Mayor Vincent R. Impellitteri, Joe E. Brown, J. D. Gortawsky, Ward Greene, William Randolph Hearst, Jr.

Also, Ted Thackrey, James A. Wechsler, David Sarnoff, Niles Trammell, Nancy Craig, Martha Deane, Tex and Jinx McCrary, Gen. Julius Ochs Adler, Bennet Cerf, Ted Husing, Mary Margaret McBride, Maggi McNellis, Buddy Rogers, Lanny Ross, Gilbert Seldes, Sigmund Spaeth, Gus Eysell, Messmore Kendall, Judges Medina and Proskauer, Bernard Gimbel, William Gaxton, John Conte, Jack Cohn, Ned E. Depinet, Albert Warner, Rube Goldberg and Herbert A. Yates.

Also, Leonard Goldenson, Louis Nizer, Moss Hart, Herbert Bayard Swope, Nate J. Blumberg, Barney Balaban, numerous city and state officials and military officers and others.

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UNITED AIR LINES

'Quo Vadis'

(*Continued from page* 1)

believable characterization of the mad, weakling emperor. Leo Genn, as Petronius, courtier to Nero and uncle of Marcus, completes a quartet of principals that is foremost throughout the story.

The color by Technicolor, exquisitely photographed under the direction of Robert Surtees and William V. Skall, adds splendor to the palace scenes, drama to the amphitheatre where Christians are sacrificed to lions and put to death by fire, terror to the mob scenes in the burning of Rome, and beauty to the details of costumes, furnishings and countryside, throughout.

Running through the story of Nero's reign of cruelty and madness, is the romance of Marcus and Lygia, which has its beginning with his return to Rome with his victorious legions and the conquered whom they have made their slaves. Billeted at the home of a retired Roman general, played by Felix Aylmer, Marcus encounters Lygia, hostage daughter of a conquered king. She and other members of Aylmer's household are Christians. When she rejects Marcus's advances, he uses the good offices of his uncle to have her assigned to him as a hostage by Nero.

She escapes from him with the aid of her giant servant, played by Buddy Baer. Marcus trails her to a secret gathering of Christians addressed by Paul of Tarsus (Abraham Sofaer) and the fisherman, Simon called Peter (Finlay Currie). Attempting to re-take her, Marcus is injured by the girl's servant and is brought to her residence where, while caring for him, Lygia learns to love him. They quarrel over her devotion to Christianity and Marcus leaves her for Nero's court to resume a flirtation begun by the Empress Poppaea (Patricia Laffan).

MEANWHILE, Nero has conceived the idea of burning Rome to experience new inspiration and to build a new city to bear his name. Marcus learns of Nero's plan and sets out to rescue Lygia. The Empress sends charioteers to head him off and there ensues a spectacular chase reminiscent of some of the outstanding sequences of the kind in the old "Ben Hur."

Terrified mobs throng the narrow streets of the burning section of the city in which Lygia resides, their escape cut off by guards who bar a bridge. Marcus finds Lygia and leads her from danger through an underground sewer. They emerge at the bridge where he overcomes the guard captain and they escape.

The populace rebels in an aftermath to the conflagration and to appease them, Nero affixes blame for the burning of the city on the Christians and promises to destroy them in the amphitheatre before the public. Petronius and his slave girl lover, played by Marina Berti, take their own lives by poison to escape Nero's designs. Marcus and Lygia are imprisoned with other Christians. Peter, who has fled Rome, receives a sign and returns. He attempts to stir the populace gathered in the amphitheatre to save the Christian victims but is seized and imprisoned. Before being crucified, he unites Marcus and Lygia in marriage.

IN THE amphitheatre, Christians are burned to death on crosses or left to attack by lions. As a climax designed by the Empress, Lygia and her manservant are placed in the arena alone with a maddened bull, while Marcus is bound in the gallery and forced to watch. Nero decides that if the manservant kills the bull, Lygia's life will be spared. In this spectacular encounter—man pitted against bull with the girl bound to a stake nearby, the animal's neck is broken (with sound effects). Marcus frees himself from his bonds and leaps into the arena to free Lygia and arouse the people against Nero. The terrorized emperor flees to his palace where he kills himself as the mobs storm his halls.

The screen play is by John Lee Mahin, S. N. Behrman and Sonya Levien, based on the novel by Henryk Sienkiewicz. Music is by Miklos Rozsa. Art direction, set decoration, special effects, costumes, and, in fact, every technical aspect of the film is of an unusual degree of excellency. They result in beautiful detailed effects as well as splendid panorama and pageantry in such scenes, by way of example, as the vast public fete decreed by Nero to welcome home Marcus's victorious legions and the orgiastic feast in his palace which follows it.

Some may feel that the picture is needlessly lengthy. Some may object to spoken lines of *double entendre* in questionable taste and some may object to the picture's heavy burden of pictured cruelty, murder, suicide and sadistic brutality and torture. They are present but it is difficult to say they could have been avoided in the depiction of a pagan world ruled by a madman who thought himself divine.

The very magnitude of the production insures its longevity. It is certainly destined for extended runs and revivals over the years. Running time, 171 minutes. General audience classification. Release, not set.

SHERWIN KANE

WSAY Seeks UPT Deal Intervention

WASHINGTON, Nov. 8. — Station WSAY, of Rochester, N. Y., has asked permission of the Federal Communications Commission to intervene in opposition to the proposed merger of American Broadcasting Co. and United Paramount Theatres.

The station said it has spent over $30,000 in recent years fighting ABC in the courts. It claims the network has cut the station off from national advertisers.

Five Percentage Suits Filed in Pittsburgh

PITTSBURGH, Nov. 8.—Adolph Farkas was named as defendant in five percentage actions filed here today by Universal, Paramount, Loew's, RKO and 20th Century-Fox, alleging under-reporting of receipts on percentage pictures exhibited at the Lyric and Rialto theatres in Johnstown, Pa.

James R. Orr of the Pittsburgh law firm of Reed, Smith, Shaw and McClay represent the distributors.

Exposition

(*Continued from page* 1)

circles that the postponement of the committee's trip could mean a postponement of the date for holding the exposition. The Grand Central Palace is understood to be booked fairly solidly for the spring. The time consumed in planning for the film exposition betokens perhaps a summer or fall date for the event itself.

The trip postponement was caused by the need for further planning among the committee members and the exhibitor associations which they represent before conferences with studio executives could be held, it was said. The committee consists of Fred J. Schwartz, Joseph Vogel, Max A. Cohen, Sol Schwartz and Leonard Goldenson. The Motion Picture Association of America has been asked to supply the $400,000 it is estimated the exposition would cost.

'Starlift' Premiere At Travis Air Base

The world premiere of Warner Brothers' "Starlift," directed by Roy Del Ruth and produced for Warner by Robert Arthur, has been set for Nov. 14 at the Travis Air Force Base near San Francisco. It is the story of that air base, from which soldiers are flown to Korea and to which the wounded are returned.

Air Force aircraft will transport a load of stars to Travis for the premiere.

Levin Associates to Hold Weekend Meet

INDIANAPOLIS, Nov. 8.—Distributor-exhibitor relations as well as several new industry surveys will be discussed at a weekend regional meeting of Jack H. Levin Associates at the Lincoln Hotel here.

Attending the sessions will be representatives from Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Detroit, and Indianapolis.



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VOL. 70. NO. 92 NEW YORK, U. S. A., MONDAY, NOVEMBER 12, 1951 TEN CENTS

See Ruling on Film Wages Within Week

Board Reports Progress In Mapping Gov't Policy

WASHINGTON, Nov. 11. — The special three-man Salary Stabilization Board committee studying salary control policy for the film industry and other talent workers is expected to have its final recommendations ready "within a week or 10 days."

This was announced by chairman Roy Hendrickson following a two-day meeting of the committee here Thursday and Friday. Other members are Philip Siff and Neil Agnew. Film producers and talent guilds have asked for permission to continue their traditional salary policies.

Hendrickson told a press conference Friday that the committee found "very difficult going" in working out its recommendations, because "this is

(*Continued on page 2*)

All-Year Tours Favored by Stars

HOLLYWOOD, Nov. 11.—First questionnaires from among the 110 players who participated in the recent "Movietime U. S. A." tours in the field indicate approval of the basic idea, with the reservation that an all-year plan of visitation, state by state, was more highly considered than a "shoot the works in two weeks" schedule, reports George Murphy, president of

(*Continued on page 2*)

'Never Was A Film Shortage': Golden

Washington, Nov. 11. — "There never was a raw stock or film shortage, and now it's running out of their ears," National Production Authority film chief Nathan D. Golden declared on his return here from a trip to Rochester.

"Eastman Kodak has removed all limitations on purchases," Golden declared, "and is now even inventorying film. Anybody can buy now anything he wants. We have helped them bring along extra production, and everything is going fine. Both military and civilian users are all being taken care of."

No Developments in AMPP-Union Meets

Hollywood, Nov. 11.—The Association of Motion Picture Producers went into huddles Friday with IATSE and SAG on the resumption of contract negotiations which were interrupted last week. Nothing of importance developed at either meeting.

The IATSE meeting, according to Roy M. Brewer, was of short duration, because the principals had other commitments during the day, which allowed too little time to resolve the disputed escalator clause. However, the meeting will be resumed sometime early this week.

Hartman Sees A Cut in Production

Paramount may reduce by five or six the number of features customarily turned out annually in order to keep within the spending limits it has set for itself under the formula of production planning and time-cutting which it adopted last June, Don Hartman, the company's production supervisor, reported here at the weekend. Paramount has been producing 30-odd pictures a year.

Hartman, in New York from the Coast for a series of home office conferences, said that meanwhile, although production costs, particularly with reference to labor, are continuing to rise, the Paramount studio is suc-

(*Continued on page 6*)

TOA to Talk Arbitration

The possibilities of establishing an industry-wide arbitration system, a subject that has loomed larger than ever since Allied voted consideration of arbitration a week ago, will be a "key topic" at the Theatre Owners of America's executive committee meeting at the Hotel Astor here on Nov. 15.

The important position which will be given to discussion of arbitration on the executive committee meeting agenda was pointed out at the weekend by Gael Sullivan, TOA executive director, following conferences in New York with S. H. Fabian, executive committee chairman, on plans for the Nov. 15 parley.

What action, if any, TOA would take on arbitration in consequence of the discussion of the subject at the meeting, Sullivan could not say. Little doubt exists, however, that Allied's

(*Continued on page 6*)

New Delay Won on Belgium Curbs

Another two-week postponement in the proposed Belgian restrictions on Hollywood film imports and U. S. film remittances has been won by U. S. distributors, it was learned here at the weekend.

The decree, proposed by the Belgian Economic Ministry, was originally slated to go into effect on Oct.

(*Continued on page 2*)

Invite 70 to TOA Regional Meeting Here

First of Six Set for Nov. 16 at Hotel Astor

Some 70 exhibitors from eight states and the District of Columbia have been invited to attend the first regional meeting of Theatre Owners of America, which will be held at the Hotel Astor here on Nov. 16 under the chairmanship of S. H. Fabian.

The New York meeting will be followed at later dates by five more regional meetings, with the locations to be as follows: Atlanta, Chicago, Dallas, Denver and Los Angeles. The dates for these five will be set by the respective regional chairmen.

The states which will be represented at the Nov. 16 gathering and the exhibitors from each who are expected to attend, follow:

NEW YORK: Harold Eskin, George P. Skouras, Walter Reade, Jr., Harry

(*Continued on page 6*)

$3,750,000 S. & S. Suit Is Settled

CINCINNATI, Nov. 11.—Because of an out-of-court settlement—the terms of which were not made public—U. S. District Judge John H. Druffel has dismissed the $3,750,000 damage suit filed last May 1 by the S. and S. Amusement Co., operating the in-the-city Twin Drive-in, against major distributors and RKO Midwest, Southern Ohio Theatres, Cino Theatre Co., Southern Theatre Co. and Greater Cincinnati Theatres, charging viola-

(*Continued on page 6*)

Frisch Names Committees For Federation Drive

Plans for the forthcoming campaign of the industry division of the Federation of Jewish Philanthropies were discussed at a luncheon-meeting at the Hotel Astor at the weekend. Emanuel Frisch, chairman of the amusement division, named the various committees and their members.

Barney Balaban and S. H. Fabian, co-chairmen, pointed out the urgency of current needs in the light of rising costs. Leo Brecher, retiring chairman, who introduced Frisch, cited the cooperation of industry leaders in last year's drive. The overall Federation campaign this year is for $20,000,000.

Joseph Willen, director of the Federation, spoke of the organization's non-sectarian services to the community.

Committees and chairmen follow: Corporate Gifts: Leonard H. Goldenson and Herman Robbins; laboratories, William J. German; foreign films, Harold Klein and Seymour Florin; film companies, Frisch; exchanges, Len Gruenberg; exhibitors committee, Spyros Skouras, Jr., and Ed Fabian; vendors committee, Charles B. Moss and Nat Lapkin.

Other company executives attending the meeting included Leonard H. Goldenson, Irving Greenfield, Donald Henderson, Arthur Israel, Jr., Malcolm Kingsberg, Samuel Rinzler, Samuel Rosen, Edward N. Rugoff, Adolph Schimel, Abe Schneider, Samuel Schneider, Max Youngstein, George Dembow, Max Seligman and Leon Goldberg.

Patrons Will Be Unaware of Drill

The scheduled city-wide air raid drill here during the week of Nov. 25 will find most New York theatre patrons at the time of the drill unaware of the alarm, according to D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association.

He explained that there is no reason to vacate theatres, nor any reason to show special trailers or make any special announcement to interrupt programs. Civilian Defense officials consider theatres safer than out-of-door areas, he added.

Newsreel Parade

PRESIDENT TRUMAN'S latest speech and Eisenhower's visit here are highlighted in current newsreels. Other items include the Russian Embassy party and sports. Complete contents follow:

MOVIETONE NEWS, No. 91—Truman demands "cards on the table" in speech on Soviet. UN meeting in Paris. "Ike" and the 1952 election. Latest atomic blast. Korea Reds say child was spy. Winds whip Chicago. Tallyho time in England. Golf.

NEWS OF THE DAY, No. 221—UN takes up peace move. Truman offers arms plan. "Ike" will speak for himself. Reds return kidnapped boy. The Russians stage a party. Sand skiing. Golf.

PARAMOUNT NEWS, No. 24—"Ike's" hat in the ring? Royal film performance in London. Soviet Embassy celebrates 34th anniversary of Red Revolution. Acheson-Vishinsky debate at U. N. Message of Faith.

TELENEWS DIGEST, No. 45-B—Peace offensive opens at U.N. Truman asks disarmament. Reds free "boy spy." Commissioner of Cambodia buried. St. Louis snow. Benefit for youngsters. Berlin: new dance hall. Russian Embassy gives a party.

UNIVERSAL NEWS, No. 507—Truman proposal for peace before UN. Mariners get medal of honor. Child "spy" released by Reds in Korea. New style turkey dressing. Sports: skiing season underway, roller derby.

WARNER PATHE NEWS, No. 25—"Ike" doesn't say yes or no. Korea child "spy" freed on UN plea. Aqua skier at 70 miles per hour. Paris: UN assembly opens. Truman leaves for Key West vacation. Wool fashions. Football.

A. & C. Name 'U' in $5-Million Pact Suit

Bud Abbott and Lou Costello have filed in U. S. District Court here a $5,000,000 breach-of-contract action against Universal, charging misuse by the company of feature films in which they have starred. The complaint, which also names Realart Pictures, asks the court to cancel all existing contracts between the comedy team and Universal.

The plaintiffs charge that Universal unauthorizedly allowed Abbott and Costello features to be cut into short subjects for exhibition in "nickelodeons, saloons and private homes." Asking for an accounting of profits, the complaint charges Universal has made false statements regarding the earnings of such short subjects. Realart, it continued, paid Universal $3,250,000 for such pictures under a 10-year deal which, as of July 1, 1950, resulted in reissue sales totaling $1,145,000.

Universal executives at the weekend could not be reached for comment on the Abbott-Costello action.

Sinatra Party to Spark 'Wilson' Bow

Frank Sinatra's midnight film preview tomorrow in conjunction with Universal - International's "Meet Danny Wilson" at the Park Avenue Theatre here will be recorded by Robert Q. Lewis and broadcast on his CBS Coast-to-Coast show, "Robert Q's Waxworks."

Personal Mention

ELLIS G. ARNALL, president of SIMPP, is due to arrive here Wednesday from Atlanta.

•

DORE SCHARY and WALTER REILLY, his M-G-M studio assistant, will arrive on the Coast today from New York.

•

JERRY FAIRBANKS, producer, has returned to Hollywood from Chicago and New York.

•

HARRY PIMSTEIN of RKO Radio's legal staff here will spend a few days in Buffalo and Syracuse this week.

•

LOU GIERMAN, auditor of Fox West Coast Theatres, is in San Francisco from Los Angeles.

JOHN BOULTING, British producer, left here for London over the week-end by plane; his brother, Roy, will sail on the *S.S. Queen Elizabeth* Wednesday.

•

CHARLES K. FLINT, Eastman Kodak vice-president and general manager of the Kodak Park plant in Rochester, is observing his 40th anniversary with the firm.

•

MIKE SIMONS of M-G-M's home office sales staff has returned here from Kansas City, St. Louis and Milwaukee.

•

ARNOLD KAHN, 20th Century-Fox Film Corp. auditor, is in San Francisco from New York.

Warners Here for Pioneers Tribute

Harry M. and Jack L. Warner arrived in New York over the weekend to attend the Motion Picture Pioneers dinner on Thursday at the Waldorf Astoria Hotel where, with Albert Warner, they will be honored as "Pioneers of the Year."

Leading figures of American industry, including Henry Ford II, president of the Ford Motor Co.; David Sarnoff, chairman of the board of RCA; Frank M. Folsom, president of RCA, and Eric Johnston, president of the Motion Picture Association of America, will head the guest list at the dinner honoring the three brothers for their many years of motion picture leadership.

Pioneers 'Frolic' Is Off Until Early Next Year

Postponement of the "Midnight Frolic" because of "unforeseen difficulties" has been announced by the Foundation of Motion Picture Pioneers. The all-star benefit was to be held at the Roxy Theatre here on Nov. 16.

The show will not be held till early next year. Ticket holders have been asked to keep their tickets for the later event.

All-Year Tours

(*Continued from page* 1)

the Hollywood Coordinating Committee, which compiled and circulated the questionnaire.

"The players seem to feel," said Murphy, "that we are past the time when we need a massive 'one shot' stunt to impress people. They feel we are at a state of public relations affairs when a more intensive penetration to the small towns as well as large cities is indicated as the best way to get the most good out of these tours."

Services for Sullivan

Funeral services will be held in the Lady Chapel of St. Patrick's Cathedral tomorrow for Matthew Sullivan, 88, who died of a heart attack on Thursday night. He was the father of Matthew V. Sullivan of Warner Brothers, and Edward E. and Katherine J. Sullivan of 20th Century-Fox.

SDG Sets Forum on Sponsored Films

Screen Directors Guild has chosen "Why Sponsored Films?" as the subject of its sixth public film forum, to be held at the Museum of Modern Art on Thursday night, Nov. 29, according to an announcement by Paul Falkenberg, Guild forum chairman. Four films will be shown, including "Angry Boy," produced by Affiliated Film Producers; and "— And a Voice Shall be Heard," produced by March of Time and directed by Jack Glenn; "International Ice Patrol," produced for the U. S. Information Service; and "Flat Hatting," produced by United Productions of America.

Rembusch, Myers To Boston Meet

BOSTON, Nov. 11.—Trueman T. Rembusch, president of Allied States, and Abram F. Myers, general counsel, have notified the Independent Exhibitors of New England that they will attend that organization's convention to be held at the Copley Plaza Hotel here on Dec. 4. W. Leslie Zendsley, Norman Glassman, Melvin Safner, Irving Isaacs and Leonard Goldberg are on the general convention committee, reports Ray Feeley, executive secretary of the New England group.

Belgium Curbs

(*Continued from page* 1)

24, but was postponed until Nov. 7 and now it has been delayed another two weeks.

One portion of the law would cut all remittances to the U. S. companies to 60 per cent. Another would bar any imports of positive prints from dollar areas except Technicolor prints and certain educational films. A third provision would limit U. S. film companies' dollar remittances still further, to dollars for only 200 features and 200 short subjects a year.

Ann Lehr, ex-Guild Head

HOLLYWOOD, Nov. 11.—Ann Lehr, who during World War II conducted the Ann Lehr Hollywood Guild, which came to be known to servicemen as "A Home Away from Home," died Thursday of a heart attack at Cedars of Lebanon Hospital.

See Ruling

(*Continued from page* 1)

much more patternless than any other area of compensation. Salary practices vary all over the lot in this field." He added, however, that the three members of the committee had made considerable progress and hoped to spend this coming week drafting sections of the report and to finish their work without any further meetings.

Recommendations to Full Board

The recommendations will then go to the full board for final decision. They probably will not be made public until the board acts.

Hendrickson said the committee members had been working "very harmoniously" and that he didn't think "we'll have much trouble getting together" — in contrast to a wage board panel which split half-a-dozen different ways in making recommendations on whether to exempt from wage control the film industry and other industries exempt from price control.

LOWER PLATE WOBBLE?



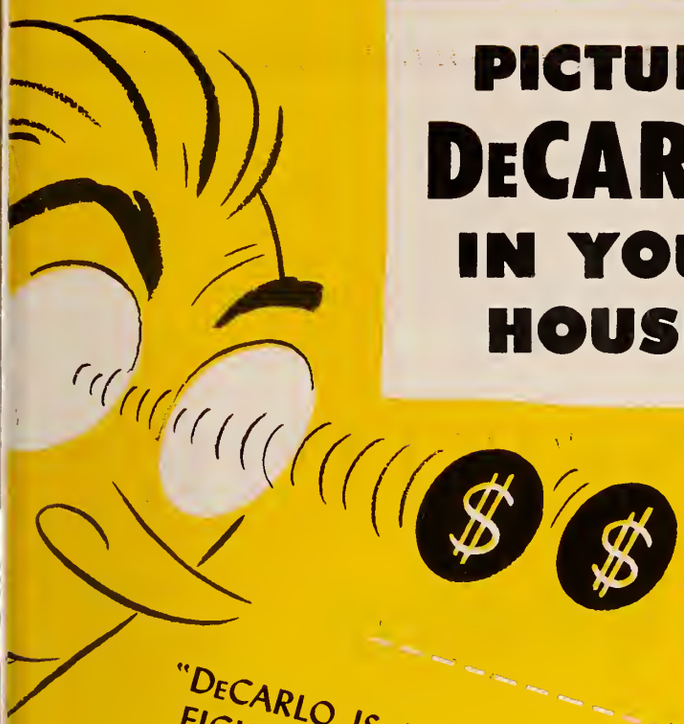
For gosh sakes, throw 'em away before you choke from laughter when you play

UNIVERSAL-INTERNATIONAL'S
WEEK-END WITH FATHER
The Week End that Shook the World ...with LAUGHTER!

WHEN YOU NEED SPECIAL TRAILERS 'GOOD' AND F-A-S-T
SEND YOUR ORDER TO
FILMACK
CHICAGO, 1327 S. Wabash - NEW YORK, 630 Ninth Av.

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PICTURE DeCARLO IN YOUR HOUSE!



"DeCARLO IS A VOLUPTUOUS FIGURE! Her native dance is a highlight!"
—BOXOFFICE

"DeCARLO IS AN EYE-FUL!"
—MOTION PICTURE DAILY

"DeCARLO SINGING, DANCING AND COQUETTING MOST EFFECTIVELY! Joyful comedy...great fun!"
—SHOWMEN'S TRADE REVIEW

"DeCARLO IS EASY ON THE EYE!"
—MOTION PICTURE HERALD

"YVONNE DeCARLO IS LOVELY TO LOOK AT and her costuming will keep male attention on the alert!"
—FILM DAILY

"DeCARLO GUSHES WITH ALLURE!"
—INDEPENDENT FILM JOURNAL

"DeCARLO IS AN EYE-FILLING HEROINE!"
—HARRISON'S REPORTS

HOTEL SAHARA

Sensational for his role of "Nero" in "QUO VADIS"!

J. ARTHUR RANK ORGANIZATION presents

YVONNE DeCARLO · PETER USTINOV · DAVID TOMLINSON in "Hotel Sahara"

with Roland Culver · Albert Lieven · Produced by GEORGE HAMBLEY BROWN · Executive Producer STEVEN PALLOS

Directed by KEN ANNAKIN · Original Story and Screenplay by Patrick Kirwan and George Hambley Brown · A Tower Films Ltd. Production

IT'S A FULL HOUSE for great returns in initial engagements in Syracuse, San Francisco and Toronto! *Watch the hundreds of other playdates coming up!*

Date her...thru UA

Announcing

The HERALD INSTITUTE of Industry Opinion

Foreword:

That a mutually well informed industry is a more effective industry is a fact that requires no emphasis. Yet it is a point that now should be brought into sharp focus. For, as all will agree, this industry too frequently has been finding itself somewhat in the position of the man who put a better lock on the stable door after the horse had fled.

When it comes to business, we can never afford to believe that "what we don't know won't hurt us"—or that any of us can afford not to know, in advance, certain vital facts that others among us are in a strategic position to know or find out.

While the motion picture business has had ample reason to feel proud of its many progressive steps through the years, there is one direction in which our methods are far behind those of other *increasingly* successful industries. We do not know enough about the trend of public thinking, soon enough. We, as an industry, do not know the concensus of our own thinking, soon enough. All too frequently nobody really knows, accurately, the *combined* thinking of the industry on matters which all of us *should* know as exactly as possible and as soon as possible!

Consequently, those who originate and those who carry out the planning upon which the continued prosperity of the industry depends, are obliged to rely on a good deal of guesswork.

The more we can reduce that guesswork to surer grounds for sound planning—the more we can, together, provide factual information to *stimulate* the right kind of creative thinking—the sooner we shall constructively and *consistently* keep this industry headed toward increasingly greater prosperity.

It has long been obvious that there has existed a need for a suitable method of providing accurately and promptly the *combined* thinking of the industry, to *each* of its three divisions—Production, Distribution, and Exhibition—so that each and all can benefit by *knowing* instead of guessing; to take proper advantage of the "listening posts" we possess in theatres of all sizes strategically located throughout the nation; to bring consistently to each division of the industry the combined opinions of the other divisions—so that Exhibitors can be more constructively helpful to Producers, and Distributors can be more constructively helpful to both Producers and Exhibitors.

There is need also to be in a position to release to the public press, whenever necessary or advisable, reliably factual information to prevent the use of incorrect and psychologically harmful concepts of the state of the industry.

It is for those purposes that Quigley Publishing Company announces the Herald Institute of Industry Opinion, organized solely for the mutual welfare of the entire industry. . . . . . .

Purposes of The HERALD INSTITUTE of Industry Opinion . . . .

▸ An organized, continuous means of fact-finding and opinion-gathering—on a thoroughly representative basis—for the purpose of providing reliable information for the benefit of the motion picture industry as a whole . . .

▸ A method of obtaining the individual opinions of all segments of the industry on specific points affecting its welfare and continuous progress— and arriving at "combined-industry-thinking" in clearly set forth Reports available to the entire trade . . .

▸ A system for utilizing the vantage points of motion picture theatres as "listening posts" to ascertain public trends on various aspects or developments—so as to determine quickly whether such factors or developments are becoming *national* trends which should be brought to the attention of the industry . . .

▸ A source of reliably gathered facts for release to the public via the press, etc.—when incorrect concepts have been published to the detriment of the industry—or to enlighten those who write for widespread readership, so that incorrect concepts *will not* be disseminated to the public.

ORGANIZATION . . .

The Institute organization consists of an Administration and Editorial Board and three industry Panels. These Panels, respectively, are:

(1) An Exhibitor Panel, thoroughly representing all sizes of theatres in all types of locations throughout the United States and Canada.

(2) A Production Panel, representing producers, directors, writers and others—independents as well as those employed by or affiliated with major studios.

(3) A Distributor Panel, represented by executives of the distribution companies and others concerned with marketing motion pictures to the trade.

The Institute is completely independent and impartial. Its function is to provide a reliable, united information service from all parts of the industry to the industry as a whole. The individual opinions of Panel Members will not, at any time, be attributed to them by name without express permission. Every possible effort will be made to assure that all facts or opinions tabulated are unbiased and reliable and are provided solely for the benefit of the entire industry.

The first Report of the Herald Institute will be published soon in MOTION PICTURE HERALD, and further Reports will be published at regular intervals, on a continuing study basis. The Institute invites comment and suggestions from all members of the motion picture industry. Please address:

THE HERALD INSTITUTE
1270 Sixth Avenue
New York 20, N. Y.

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Arbitration

(*Continued from page* 1)

endorsement of "all-inclusive" arbitration will be weighed by the TOA board. TOA during the past two years has repeatedly urged the industry to establish an arbitration system as a means of reducing the burden of litigation that is borne by distributors and exhibitors.

Will Set Agenda

The executive committee also will set up an agenda for the first TOA regional meeting which will take place at the Astor on the following day. Also slated for discussion are plans for the TOA national convention in 1952; the theatre TV hearings before the Federal Communications Commission; plans for the mid-winter meeting of the TOA board in Los Angeles, and plans for the five other regional meetings scheduled by the organization for other cities.

S. & S. Settles Suit

(*Continued from page* 1)

tion of the Fair Trade Act and monopoly.

The suit charged collusion by the defendants in withholding immediate availability of first-run product for showing on both sides of the twin-screen until after regular downtown first-run clearance.

Jerome Goldman, attorney for the plaintiff, indicated that under the compromise settlement, the Twin Drive-in availability had been reduced and that there was a cash consideration, but declined to disclose the details.

Invite 70 to TOA Meeting

(*Continued from page* 1)

Lamont, George J. Gammel, George H. Mackenna, Constantine J. Basil, Merritt A. Kyser, A. J. Balaban, Bernard Diamond, Gus Lampe, Max Yellen, Seymour Morris, Frank Walker, Donald Schine, Louis Schine, J. Meyer Schine, Leonard H. Goldenson, Edward Hyman, Robert H. O'Brien, Russell V. Downing, Edward Fabian, S. H. Fabian, Samuel Rosen, Samuel Rinzler, Edward N. Rugoff, Sol A. Schwartz, Fred J. Schwartz, Solomon M. Strausberg, Leo Brecher, Robert M. Weitman, Robert Dowling, William Cronen, Ed Grainger and Joseph R. Vogel.

MASSACHUSETTS: Arthur H. Lockwood, Sam Pinanski, Martin J. Mullin, Philip D. Bloomberg, Harold Browning, Philip Smith.

CONNECTICUT: Albert Pickus, John R. Mahan and George H. Wilkinson, Jr.

VIRGINIA: William F. Crockett, Morton Thalhimer, Leonard Gordon, H. W. Robertson, Jack Rumsey.

RHODE ISLAND: Edward M. Fay, Meyer Stanzler.

NEW JERSEY: Harold Blumenthal, Maury Miller, Adam Adams.

WASHINGTON, D. C.: A. Julian Brylawski, Sidney Lust, Fred Kogod, Joseph Bernheimer.

WEST VIRGINIA: J. C. Shanklin, Mrs. P. M. Whomas, S. J. Hyman, B. H. Palmer and Mrs. Elizabeth Pugh.

PENNSYLVANIA: Abe Sablosky, Michael Comerford, Jr., Thomas P. Comerford, Byron R. Linn, J. J. O'Leary, Jay Emanuel, Thomas Walker, Al Boyd and Lewen Pizor.

Other states which are expected to be represented are Maine, New Hampshire, Vermont, Maryland and Delaware. Mitchell Wolfson, TOA president; Gael Sullivan, executive director, and Herman M. Levy, general counsel, also are scheduled to participate in the meeting.

RKO Heads to Coast

Ned E. Depinet, RKO Pictures president, William H. Clark, treasurer, and Garrett Van Wagner, comptroller, left here for the Coast at the weekend for conferences with Howard Hughes and C. J. Tevlin.

Schwartz Luncheon Host

Fred Schwartz was host at a trade press luncheon Friday at the Hotel Astor which was called to promote the forthcoming New York Variety Club affair slated for Nov. 29.

Gable Taken Off Salary

HOLLYWOOD, Nov. 11.—M-G-M confirmed today that Clark Gable has been taken off salary "at his own request" until he has settled his domestic affairs which have become considerably unsettled with his wife's divorce action pending against him in California, and his own suit for divorce against the former Lady Ashley now in abeyance in Nevada. In the interim, Gable intends to remain in Nevada where he would not be subject to the California litigation.

Hartman Sees

(*Continued from page* 1)

ceeding in effecting the sizeable savings which were envisaged in June.

The new streamlined Paramount production operation, which Hartman first announced when he visited New York five months ago, embodies preparation to the extent that the studio is already well advanced on its plans for pictures which will go into production in 1953, he said. In this connection, he added, the studio has secured casting commitments from a number of stars who thus far have not appeared in Paramount pictures. These include Robert Donat, James Mason, Humphrey Bogart, Jean Simmons, Gregory Peck and Cary Grant, Hartman said.

Want to Avoid Salary-cutting

Last June, Hartman announced that by applying new planning and technical and time-saving methods while avoiding such steps as salary-cutting and lessening of picture quality the company hoped to pare $200,000 from the $1,200,000 per-picture budget average which it had been sustaining.

Services Today for Lichtig on Coast

HOLLYWOOD, Nov. 11.—Burial services will be held here tomorrow at Hollywood Cemetery for Harry Lichtig, owner of the Lichtig-Englander Agency since 1942, one of the earliest talent agents in Hollywood, who died suddenly on Thursday at Cedars of Lebanon Hospital.

PARAMOUNT TRADE SHOWS

Tuesday, November 13, 1951

HAL WALLIS' Production

"RED MOUNTAIN"

starring ALAN LADD · LIZABETH SCOTT

ARTHUR KENNEDY · JOHN IRELAND

Color by TECHNICOLOR · Directed by WILLIAM DIETERLE

Screenplay by John Meredyth Lucas, George F. Slavin and Gearge W. George

From a Story by Gearge F. Slavin and Gearge W. George

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	8 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Walton St., N.W.	10:30 A.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley St.	10:30 A.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin St.	2 P.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 So. Church St.	10 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 S. Michigan Ave.	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	1:30 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd St.	8 P.M.
DALLAS	PARAMOUNT PROJECTION ROOM, 400 N. Preston St.	2:30 P.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	1:30 P.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Ave.	1:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigan St.	10 A.M.
JACKSONVILLE	FLORIDA THEATRE SCREENING ROOM, Florida Thea. Bldg.	1:30 P.M.
KANSAS CITY	PARAMOUNT PROJECTION ROOM, 1800 Wyandotte St.	2:30 P.M.
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 West 20th St.	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second St.	12:15 Noon
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street	3 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	1:30 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street	10 A.M.
NEW YORK CITY	PARAMOUNT PROJECTION ROOM, 1501 Broadway (9th Fl.)	10:30 A.M.
OKLAHOMA CITY	PARAMOUNT PROJECTION ROOM, 701 West Grand Ave.	1:30 P.M.
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Davenport St.	1 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 Northwest 19th Ave.	1:30 P.M.
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive St.	2:31 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st South St.	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Ave.	1:30 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	10 A.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H Street, N. W.	4 P.M.

"HONG KONG"

starring

RONALD REAGAN · RHONDA FLEMING

with Nigel Bruce · Marvin Miller · Lowell Gilmore

and Danny Chang as "Wei Lin" · Color by TECHNICOLOR

Directed by LEWIS R. FOSTER · Written for the Screen by WINSTON MILLER

Based on a stary by Lewis R. Faster

Produced by William H. Pine and William C. Thomas

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CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 S. Michigan Ave.	3 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	3:30 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd St.	9:45 P.M.
DALLAS	PARAMOUNT PROJECTION ROOM, 400 N. Preston St.	10:30 A.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Stout Street	3:30 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	10 A.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Ave.	3 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigon St.	1 P.M.
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SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H Street, N. W.	2 P.M.

* Note: "Hong Kong" will be shown November 14th in Memphis

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 93 NEW YORK, U. S. A., TUESDAY, NOVEMBER 13, 1951 TEN CENTS

Set New Low Rate to Ship Film by Plane

CAB Allows $12.50 Per 100 Lbs. West-East

A new low rate of $12.50 per 100 pounds for transportation of motion picture film from Hollywood to New York by plane has been granted by the Civil Aeronautics Board, effective on Thursday, it was reported here yesterday by William Barnett, president of Barnett International Forwarders, the largest film forwarding firm in the U. S. industry.

Barnett said his company filed for the new tariff rate and received approval of it from the CAB. Air transportation of film from the West to the East Coast, he reminded, provides 48-hour delivery.

The new rate was described by Barnett as the lowest for any transcontinental carrier, and compares with $15 per 100 pounds charged for railway express. He indicated it was his firm's ability to arrange for sizeable shipments that won CAB's approval of the new rate.

Rodgers and Myers At Indiana Meet

INDIANAPOLIS, Nov. 12.—William F. Rodgers, sales vice-president of M-G-M, and Abram F. Myers, general counsel of national Allied, will be among the headline speakers at business sessions of the Allied Theatre Owners of Indiana's silver jubilee convention here Wednesday and Thursday at the Hotel Lincoln.

Speakers for the annual banquet Wednesday night will include the

(Continued on page 4)

Johnston's Return Waits on Successor

Washington, Nov. 12.—Eric Johnston is ready to return to his post as Motion Picture Association of America president immediately after President Truman appoints his successor as Economic Administrator. That action is expected in the very near future, probably in time to permit Johnston to resume his MPAA duties by Dec. 3.

'Vadis' Smashes Two House Records Along Broadway

House records are being smashed this week along Broadway by the opening stanza of M-G-M's "Quo Vadis," which highlights a fairly strong box-office forecast among first-run theatres for this week. All grosses were aided by the Armistice Day holiday.

A terrific $130,000 is estimated for "Quo Vadis" at the Capitol, which hiked its prices to 95 cents to $1.80 for the continuous performance engagement, while at the two-a-day Astor, where tickets range from $1.50 to $2.40, a towering $28,000 is forecast for the first stanza, just about $1,000 less than capacity.

Both opening week gross figures are record-breaking, with "Gone With the Wind" at the Capitol and Astor in 1941 the only comparable performer on a straight picture policy. According to management, "Gone With the Wind" did considerably less business, about $75,000 at the Capitol when it opened during the off business week of pre-Christmas and at lower prices than now prevailing.

"Detective Story" at the Mayfair is expected to hit a robust $55,000 for its first stanza, the best first-week grosser for the house since "Gentlemen's

(Continued on page 2)

Sees $125-a-Day Arbitration Cost Under Allied Plan

Any plan for industry arbitration that Allied offers the distributors as a basis for discussion will give attorneys a backseat and will require the disputants to share a cost as low as $125 per day for a hearing period, Wilbur Snaper, chairman of the Allied convention which this month voted consideration of arbitration, conjectured here yesterday.

Snaper, who is president of Allied Theatre Owners of New Jersey, said he foresaw the possibility of $25 per day expenses for an individual arbitra-

(Continued on page 4)

Notes Brokers Are Bullish on Films

Brokerage houses are of the opinion that motion picture dividends will be maintained because higher box-office receipts and strict attention to cost-cutting make it almost certain that second-half earnings will be better than figures reported earlier this year, it is reported in the current issue of *Business Week* magazine in an article which dissects industry financial prospects in the light of the competition of television.

"The jingling at Hollywood's box-

(Continued on page 4)

Plan Next Seminar For Jan. on Coast

Prospects of a second exhibitor-producer seminar to be held in Hollywood under the Council of Motion Picture Organizations auspices appear to be good for early in the New Year.

A decision has yet to be made on whether the next seminar should be on a full-scale basis or limited to a small committee, but in either case one will probably be scheduled early in January. The first seminar held in Hollywood last summer was regarded as highly beneficial by both exhibitor

(Continued on page 3)

Milgram Appeal Is Advocated By Some

The likelihood that distributor defendants will ask the U. S. Supreme Court to review the Philadelphia Circuit Court decision affirming a ruling which requires them to sell first-run pictures to David Milgram's drive-in theatre at Allentown, Pa., appeared stronger yesterday.

Indications are the defendants may first ask the Circuit Court for a rehearing and, if that is denied, application for a *writ of certiorari* very

(Continued on page 4)

RKO Pictures, UPT To Honor Weitman

RKO Pictures and United Paramount Theatres are combining in the celebration of the New York Paramount Theatre's "Silver Anniversary" on Nov. 21.

A "Paramount Silver Anniversary" luncheon, honoring Robert M. Weitman, managing director of the Paramount, will be held on that date. Among invited guests will be civic officials, newspaper and trade press representatives, and members of the

(Continued on page 3)

Theatre Video Has Hit Snags, Says Bennett

Blames Lack of Program And A. T. & T. Tieups

A slackening off in the placement of orders for theatre television equipment was disclosed here yesterday by Marty Bennett, Eastern RCA sales manager, who attributed the decline to lack of programming and the inflexibility of present-day line facilities.

There has been nothing like the Robinson-Turpin bout to build up interest in theatre TV, Bennett explained, adding that there was a spurt of orders immediately following the September sell-out fistic event. Since then, he added, no person or organization has come out with a definite schedule of immediate programming which promises large revenues to theatre-TV equipped theatres. The result, spurred on by what Bennett described as a box-office levelling off as compared to high summer business,

(Continued on page 3)

See Reluctance in Pressing TV Tax

An apparent reluctance to press an attempt to tax the theatre telecasting of fights as a "live" event subject to the regular levy of the state boxing commission is evidenced in the Reade circuit's tilt with the New Jersey Boxing Commission.

Walter Reade, Jr., president of the circuit, said that he had not heard from boxing commissioner Abe Greene since he suggested a meeting

(Continued on page 3)

'U's' Minneapolis Office in Record Year

Minneapolis, Nov. 12.—An all-time record year in income is reported for the local Universal - International exchange by Roy Miller, branch manager.

Declining to disclose dollar figures, Miller said the gross income of the exchange for the past year was around 34 per cent ahead of the previous 12 months, which in turn had held the high mark.

Personal Mention

THORNTON SARGENT, National Theatres public relations director, is here from the Coast.

•

ATHUR C. BROMBERG, HERMAN RIFKIN and WILLIAM HURLBUT, Monogram Pictures directors from Atlanta, Boston and Detroit, respectively, arrived in Hollywood yesterday, for the company's stockholders' meeting there tomorrow.

•

CHARLES LIPTON of the 20th Century-Fox home office exploitation staff was married Sunday to AUDREY WILLIAMS in Utica, N. Y. They are honeymooning in Bermuda.

•

CHARLES M. AMORY, vice-president in charge of sales for Souvaine Selective Pictures, has left here for Los Angeles.

•

LEE KOKEN, RKO Theatres concessions head, is touring the circuit's Ohio theatres and will return here on Thursday.

•

GEORGE J. SCHAEFER has returned to New York from a West Coast visit.

Reclassified 'Rice' To Play Albany

ALBANY, N. Y., Nov. 12.—"Bitter Rice," banned by Albany Police Chief Philip J. Coffey after the first screening at Warners' Ritz last winter, will open a week's engagement there Wednesday. No trouble is anticipated, because the Italian-made film has since been reclassified from "C" to "B" by the Legion of Decency.

Charles Roberts, 57, Dies of Heart Attack

HOLLYWOOD, Nov. 12.—Charles E. Roberts, veteran film comedy writer and director, died Saturday night of a heart attack at his home. He was 57 years old.

Mrs. Rose Deneau, 34

Funeral services will be held here at 2:00 P.M. tomorrow at Riverside Memorial Chapel for Mrs. Rose Deneau, 34, wife of Sidney Deneau, general sales manager of Lopert Films, who died last Saturday at New York Hospital.

600 at Romberg Services

Six hundred persons were at services here yesterday for Sigmund Romberg, the composer, who died here Friday of a cerebral hemorrhage at the Ritz Tower Hotel. He was the author of some 2000 songs, many of which were used in motion pictures.

'Quo Vadis' Policy Set

William F. Rodgers, Loew's vice-president in charge of distribution, is scheduled to outline the company's sales policy for "Quo Vadis" to trade press editors at a luncheon meeting at the Hotel Astor here today.

2,000 Appearances For Hollywood Stars

Hollywood, Nov. 12. — Although "Movietime U.S.A." accounted for 141 personality appearances during October, the Hollywood Coordinating Committee reports an additional 109 appearances at other approved events during the month. The 250 appearances exceeded the previous month's total of 248, bringing the year-to-date figure of appearances to over 2,000.

The Coordinating Committee is currently assembling personalities for additional "Movietime" tours, as well as obtaining talent for four entertainment units to give Christmas shows at overseas troop bases.

Italian Govt. Honors MPAA's McCarthy

The Star of Solidarity, Italian government decoration, has been conferred on John G. McCarthy, vice-president of the Motion Picture Association of America, according to a cable received yesterday at the MPAA office here.

The honor, formal presentation of which probably will be made soon in Washington by the Italian Ambassador, has been given in recognition of McCarthy's "efforts in behalf of friendly relations between the film industries of the U. S. and Italy."

Goldwyn in 'Post' Anniversary Issue

Samuel Goldwyn is among the contributors of special articles to the 150th anniversary edition of the New York *Post*, published yesterday.

In his article, entitled "Taking the Picture of America," Goldwyn expresses the belief that in its 50 years of existence the motion picture has ably depicted American life in its multitudinous facets.

Demonstrate Filmless 'Camera' on Coast

LOS ANGELES, Nov. 12.—Two electronics engineers demonstrated yesterday a filmless "camera" that they hope will revolutionize the motion picture industry and provide for television a cheaper way to reproduce programs.

John T. Mullin, and Wayne R. Johnson, unveiled their device at a special showing. The audience saw a series of images that had been recorded on tape, instead of film. The accompanying sounds had been recorded on the same tape.

$2,000,000 Fire At Kodak Plant

ROCHESTER, N. Y., Nov. 12.—A $2,000,000 fire raged through the Eastman Kodak plant here over the weekend, destroying much equipment and large stocks of sensitized photographic paper.

N.Y. Grosses

(*Continued from page* 1)

Agreement" pulled in a first-week gross of $82,000 in 1947.

Another big $135,000 is seen for the sixth week of "An American in Paris" at the Radio City Music Hall, which also features its regular stage show. A fairly-good opening stanza is seen for "Across the Wide Missouri" at the Loew's State with about $30,000 estimated. Xavier Cugat and his orchestra, plus "Let's Make It Legal," at the Roxy is expected to hit a healthy $85,000 for its first week. Another fairly good opening stanza is "Behave Yourself" at the Paramount, which features Rosemary Clooney on stage, with a nice $60,000 estimated.

"A Streetcar Named Desire" at the Warner Theatre is still holding its own with a nice $28,000 forecast for the eighth week. A fair $22,000 is seen for the fourth week of "Desert Fox" at the Globe, while the 13th week of "David and Bathsheba" at the Rivoli is expected to equal the relatively good $13,000 grossed in the previous week.

A smart $25,000 is seen for "The Blue Veil" at the Criterion, now in its third week, while a solid $10,000 is seen for the 32nd week of "Tales of Hoffman" at the Bijou. At the Victoria, only a fair $18,000 is forecast for the third week of "Ten Tall Men."

'Pandora' Booked For Normandie

M-G-M's "Pandora and the Flying Dutchman," previously slated to follow "An American in Paris" at Radio City Music Hall, will open at the Normandie Theatre around Thanksgiving time instead.

M-G-M explained that the Music Hall agreed to relinquish the film because the Normandie guaranteed a three months' booking.

Garland, Ill, Misses Palace Performances

All performances at the Palace Theatre were called off due to the illness of star performer Judy Garland, who is not expected to resume performances until Friday night. The Palace management said that refunds or exchanges would be made to those who bought tickets for yesterday's performances. Miss Garland collapsed backstage Sunday night.

Judy Sick, Unions to Hold Luncheon Later

Due to Judy Garland's illness the luncheon which the AFL Theatrical Unions of New York were to give in her honor yesterday at the Hotel Astor here was indefinitely postponed, it was reported by the office of Solly Pernick, luncheon chairman.

Paal Film to UA

"A Tale of Five Women," a contemporary story of Europe produced by Alexander Paal and filmed in London, Paris, Rome, Berlin and Vienna, has been acquired for release by United Artists.

'Movietime' Radio Show Set in Albany

Albany, N. Y., Nov. 12.— Eleven Albany theatres have begun sponsorship over station WABY of the Liberty network's transcribed "Movietime U. S. A." program. It is a half-hour show in two parts and broadcast Monday through Friday mornings. Current attractions at local motion picture houses are advertised between interviews with stars and Hollywood commentaries.

Reagan Reelected SAG President

HOLLYWOOD, Nov. 12.—Ronald Reagan, running unopposed for president, led the administration slate to a sweeping victory in the Screen Actors Guild elections here at the annual membership meeting in the Hollywood Legion Stadium.

William Holden, Walter Pidgeon and John Lund were elected first, second and third vice-presidents, respectively; Paul Harvey was named recording secretary, and George Chandler, treasurer.

Elected to three-year terms on the board of directors were Regis Toomey, Rosemary DeCamp, Chick Chandler, Louise Beavers, Tyrone Power, Frank Faylen, Robert Keith, Nancy Davis, Lurene Tuttle, Cliff Lyons and Wallace Ford. Two-year board membership terms went to George Murphy and Lyle Talbot, and one-year terms to Fred Clark and R. Williams.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring GENE KELLY • LESLIE CARON and introducing
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

FARLEY GRANGER
SHELLEY WINTERS
in BEHAVE YOURSELF!
in Person
ROSEMARY CLOONEY
MYRON COHEN
BOBBY BYRNE and his Orch.
STAN FISHER
TIP, TAP & TOE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

JERRY WALD and NORMAN KRASNA
Present
JANE WYMAN in
THE BLUE VEIL
CRITERION B'way & 45th St.

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National Pre-Selling

WIDE PUBLICITY is planned by Greyhound Bus Lines for RKO's "Two Tickets to Broadway," color in Technicolor, in a tieup made by Don Prince, Eastern publicity director for the film company. Much of the action centers about Janet Leigh on a bus, and with her co-star, Tony Martin, in a Greyhound bus terminal in New York. Greyhound is alerting 25,000 employes and 7,000 way stations with a special bulletin telling them how to take full advantage of the picture's publicity value. In addition, Greyhound will call attention to the picture in its newspaper advertising.

•

***Look*, now on the newsstands, carries a feature review of "An American in Paris" extending over six pages, with 13 action pictures to illustrate the enthusiasm for the M-G-M Technicolor musical, which they say is "the champagne-and-caviar of movie fare," even more sumptuous than England's "The Red Shoes." *Look* likes Leslie Caron, 19-year old French star of the picture, whom they call "fawn, gamin." In the same issue, Maureen O'Hara is given a two-page personality story, under the title, "Swashbuckler in Skirts."**

•

Champ Hats, with 3,500 retail outlets, will double its promotion for Farley Granger, begun with Wald-Krasna's "Behave Yourself" and continuing through the star's next picture, Samuel Goldwyn's "I Want You." Both are released by RKO Pictures. The hat company is pushing the "pork-pie" hat style with special advertising, window displays and newspaper mat service, to coincide with theatre playdates. Parents' Magazine *has selected Samuel Goldwyn's "I Want You" to receive its "Medal Award" for December, as the outstanding family movie-of-the-month.*

•

Pfc. Grace Sanfratello is married to Cpl. Grant Curd, but it took the Bing Crosby "Feature Ring" contest—part of the exploitation for "Here Comes the Groom," to complete the ceremony. The fact that neither of them had money enough for a wedding ring was embarrassing. And when Miss Sanfratello won, by telling why she felt that she and her husband were perfectly matched, the Army was almost as pleased as the beaming Pfc. It arranged a three-day pass for her husband; took the lady off "K. P." (for the weekend only) and gave her a three-day pass, with the wedding scheduled at Fort Meyer chapel.

The "GI's" are mighty proud of their first-prize in the "Feature Lock" contest—a diamond engagement ring, a diamond-studded wedding band, and a matching male wedding band.

•

***Coronet* Magazine for January will be quite a movie issue, with a 16-page picture-story of "Hollywood At Night" and a feature article, "Does Rita Want Career or Love"—Hollywood's "Big Question," by Grady Johnson. Three pictures will be recommended in this first 1952 list, "Distant Drums" (Warner); "Weekend with Father" (Universal) and "African Queen" (United Artists).** WALTER BROOKS

TV Programs

(*Continued from page* 1)

has been a slackening off in the pace of orders placed within the last four weeks.

Orders for equipment, he stressed, however, are still coming in and he estimated that about 110 theatres would be equipped with TV by the end of the year, as reported previously, compared to the 36 theatres now equipped with large-screen television.

As to line facilities, it is known from other industry sources that many theatres in certain areas had to forego TV installations because the American Telephone and Telegraph Co. could either not assure a line would be installed or that present lines are being completely booked by the existing networks.

Theatre TV Tax

(*Continued from page* 1)

early last month on Greene's notice that the Robinson-Turpin bout in Reade's Asbury Park Theatre would be subject to the commission's levy.

In an exchange of letters, Greene suggested a meeting at the time of the Theatre Owners of America convention here in New York, but Reade explained he would be busy during that week and proposed another date. Previously, Reade, withholding any payment of the tax on the sell-out fight telecast, asked the commissioner for "citations" and "authority" under which the state boxing board could legally tax theatre telecasts of fights as a "live" event, such as are held in arenas.

Will Show Eidophor Here in December

A more definite date of early December for a demonstration in this country of 20th Century-Fox's Swiss color Eidophor system is predicted by Earl Sponable, 20th-Fox director of research. The demonstration will probably be held here at the Roxy Theatre.

Meanwhile, 20th-Fox president Spyros P. Skouras is expected to return to New York from his current trip abroad tomorrow or Thursday. The 20th-Fox president and Charles P. Skouras, president of National Theatres; George Skouras, head of Skouras Theatres; Frank H. Ricketson, president of Fox Inter-Mountain Theatres, and Elmer Rhoden, head of For-Midwest Theatres, were scheduled to meet in Zurich, Switzerland, yesterday for a demonstration of the Eidophor system.

Howe to Aid 'Decision'

George Howe, author of the book adapted for the screen by 20th Century-Fox under the title of "Decision Before Dawn," has arrived in New York from Washington for a series of newspaper, radio and television interviews in connection with the Broadway premiere to be held later.

Esther H. Riester

SHAMOKIN, Pa., Nov. 12.—Esther H. Reister, wife of George J. Riester, general manager of Buckley Amusement Enterprises, Shamokin, passed away on Sunday at Geisinger Memorial Hospital, Danville.

26 Towns Say No, 19 Say Yes to Pa. Sunday Film Ban

HARRISBURG, Pa., Nov. 12.—In local referenda in connection with municipal elections throughout Pennsylvania, voters in 26 communities authorized Sunday films, heretofore banned in those areas, while 19 other municipalities voted to retain existing prohibitions against Sunday shows.

Among the larger communities voting to lift the bans were Greenville, Berwick, Norristown, Butler and Shamokin. Among the municipalities retaining the ban are Lewisburg, State College, Milton, Northumberland, Somerset, Danville, Selinsgrove and Schuylkill Haven.

Other communities voting to remove the ban include: Bedford Township, Bedford County; Schickshinny, Luzerne County; Birmingham and Springfield Townships, Delaware County; Scott Township, Columbia County; Kennett Square, Chester County; Oxford and Franklin Townships, Adams County; Bellevue, Allegheny County; Osceola Mills, Clearfield County; Nasshannock Township, Lawrence County; Butler Township, Summit Township, Butler County; Washington Township, Franklin County; Mount Carmel Township, Northumberland County; Montgomery, Loyalsock Township, Lycoming County; Palmyra Township, Westfall Township, Pike County; Bangor, Lehigh Township, Northampton County.

Other municipalities retaining the ban are Philipsburg, and Bradford Township, Centre County; Everett, Bedford County; Antis Township, Blair County; College Township, Center County; Middletown, Dauphin County; Lansdale, Montgomery County; Fairview Township, Butler County; East Brady, Clarion County; Claysville, Washington County; Greene Township, Franklin County.

Also approving Sunday sports were Somerset and Westfield, the latter in Tioga County.

Claremont Favors Shows

CLAREMONT, N. H., Nov. 12—Operation of amusements on Sunday was favored by Claremont voters in a referendum. Beano playing in the city also was approved.

Stars for 'Night of Stars'

Barry Gray, Phil Foster, Harry Hirschfield, Joey Adams, Henny Youngman, Bert Lytell, Roddy McDowall, Tex McCreary and Jinx Falkenberg have been added to the 18th annual "Night of Stars," which takes place at Madison Square Garden here on Monday, Nov. 19.

Mrs. Johnston Is Hostess

WASHINGTON, Nov. 12.—Mrs. Eric A. Johnston, wife of the Motion Picture Association of America president, gave a luncheon at MPAA headquarters today for Mrs. Truman and some two-dozen wives of top government officials and Washington residents.

Giannini MPP Guest

Mario Giannini, president of the Bank of America, Los Angeles, will be an honor guest at the Motion Picture Pioneers dinner Thursday at the Waldorf Astoria here. Some 500 are expected to attend.

Weitman

(*Continued from page* 1)

Broadway Association. Also present will be the Paramount stage headliners at the time, Patti Page and Jack Leonard, and stars of RKO's "Two Tickets to Broadway," Tony Martin, Janet Leigh and Gloria DeHaven. The picture will be on the Paramount screen in the anniversary show.

A special stage presentation will highlight the festivities of the day, with all available former Paramount headliners making guest appearances at the evening show, which will be broadcast. Tony Martin will appear at the two evening shows.

Other plans are in work for additional festivities to commemorate the anniversary of the house.

Next Seminar

(*Continued from page* 1)

and producer representatives and it was urged at the time that ensuing ones be scheduled at regular intervals every few months.

One-Week 'IA' Board Meet Opens in N. Y.

A regular meeting of the IATSE board got underway here yesterday with Richard F. Walsh, "IA" international president, presiding.

The meeting is expected to continue through the week. Board members include William P. Raoul, Thomas J. Shea, Harland Holmden, William P. Covert, James J. Brennan, Roger M. Kennedy, Felix D. Snow, Carl G. Cooper, Harry J. Abbott, Louise Wright, William C. Scanlan, R. E. Morris and George W. Brayfield.

BACKACHE

(OR EVEN LOWER)



Then hire a truck to carry the heavy dough when you play

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WEEK-END WITH FATHER

The Week End that Shook the World ...with LAUGHTER!

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MOTION PICTURE PIONEERS
TWELFTH ANNUAL DINNER
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THE WALDORF-ASTORIA

STARLIGHT ROOF

Reception 6 P.M. - Dinner 7 P.M. - Informal

HONORING
THE MOTION PICTURE
PIONEERS OF THE YEAR

HARRY M. WARNER
JACK L. WARNER
ALBERT WARNER

Attendance by Membership Only

MOTION PICTURE PIONEERS INC.
729 Seventh Avenue, N. Y. C.

Arbitration

(*Continued from page* 1)

tor. This, plus travelling expenses and the cost of having hearing reports transcribed, would bring to $125 the daily cost for a three-man arbitration panel, he estimated.

Allied's plan, Snaper reminded, is being worked out in Washington by Abram F. Myers, Allied general counsel. It is expected to be ready for submission to the distributors in about six or eight weeks.

Snaper said he could not see why any arbitration case would take more than five days for presentation of testimony. It is more likely, he believed, that hearings would run two or three days. Under the American Arbitration Association's administration of cases in the past, according to Snaper, considerable time was spent in explaining to arbitrators who were unfamiliar with industry operations the meaning and application of many trade terms.

The Allied plan, as disclosed at the three-day convention at the Hotel Biltmore here, which ended Nov. 1, envisages a three-man arbitration panel made up of a distribution representative, an exhibition representative and a third member agreed on by the other two. AAA is ruled out of the plan.

Snaper expected that the plan would be flexible enough to allow for a single arbitrator if and when there is presented a case that could be handled efficiently by one individual.

The AAA cases invariably were marked by the participation of large numbers of lawyers, Snaper held. In his opinion, and presumably in the opinion of the Allied membership at large, nothing but extra costs resulted from the arbitration activity of attorneys.

Rodgers and Myers

(*Continued from page* 1)

Rev. William Alexander of Oklahoma City and Col. William McCraw, Dallas, executive director of Variety International. Trueman Rembusch, president of both the state and national Allied organizations, and Marc J. Wolf, chief barker of Variety International and a director of ATOI, also will be on the agenda.

The program again calls for film clinics on problems of the industry to be held in the mornings. City, small town drive-in exhibitors will meet separately under moderators who will report their findings and recommendations for action to the general convention at the afternoon sessions.

Advanced price films, competitive bidding, clearances, exhibitor-salesman relations, increased film rentals and arbitration are among the issues expected to be discussed. A registration of 225 is expected by William A. Carroll, ATOI secretary.

McMahon in Albany For 'Detective'

ALBANY, N. Y., Nov. 12.—Horace McMahon met exhibitors, the press and radio at a cocktail party in the Ten Eyck Hotel here this afternoon, as part of his tour for "Detective Story." Edward J. Wall, director of publicity for Paramount in the Albany and Buffalo districts, arranged it.

McMahon, who broadcast over several stations, will be in Philadelphia Tuesday and Wednesday for the premiere at the Stanley Wednesday night.

Equity Won't Fight Employer Blacklists

Actors Equity has decided not to take any action against employers or agents who use a loyalty blacklist to bar performers, the American Civil Liberties Union reports.

The Equity council, ACLU reported, turned down a resolution to fight blacklisting, saying that there was a "possible inference from some of its language that Equity endorses all political beliefs and activities, including those which are subversive." The council decided however to reaffirm "its vigorous protest against blacklisting, and appointed a committee to study ways to protect people accused unjustly," ACLU said.

Milgram Appeal

(*Continued from page* 1)

likely will be made to the U. S. Supreme Court.

Decision to pursue the litigation further appears to have been encouraged by appraisals of the dissenting opinion of Federal Judge Hastie of the Circuit Court. The latter not only cited numerous instances of what he regarded as weaknesses in the evidence and the decisions of both the Circuit Court and District Court in Milgram's favor, but also pointed out that the decision, if permitted to stand, might lead to a breakdown of the industry's present licensing of runs throughout the country.

Judge Hastie pointed out that the ruling "does not depend upon anything peculiar to drive-in theatres," but could be used by any "physically adequate neighborhood theatre" to obtain "first-run privileges."

Bullish on Films

(*Continued from page* 1)

office has caught Wall Street's ear. Movie attendance, which started picking up this summer has leveled off at an encouraging figure, despite the return of top TV shows to provide competition," the article states.

Business Week examines cost-cutting prospects, the extent to which films may be shown on television, and "the coming marriage between Hollywood and TV." It speculates freely on the possibilities inherent in subscription television, the merger of Universal and Decca and the weakenings of foreign currencies. It also poses a wide variety of questions about the industry's prospects, leaving it to the reader to supply his own answers in most instances.

Cartoonists Eye 'IA'

HOLLYWOOD, Nov. 12.—The Cartoonists Guild and IATSE's Roy M. Brewer met here tonight for a discussion on the pros and cons of the Guild's joining the IATSE.

WANTED

TOP FILM MAN, familiar with Des Moines, Minneapolis, Omaha, Kansas City, St. Louis, Chicago exchange areas, wanted by independent distributor.

Box 470, MOTION PICTURE DAILY
1270 Sixth Ave., New York 20, N. Y.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS	INT'L RELEAS'G
Oct. 7	(Oct. Releases) THE MOB Broderick Crawford D—87 min. (Rev. 9/5/51) THE MAGIC CARPET (Color) Lucille Ball John Agar D—84 min. (Rev. 9/27/51) JUNGLE MANHUNT John Weissmuller D—66 min. (Rev. 10/22/51) CRIMINAL LAWYER Pat O'Brien Jane Wyatt D—74 min. (Rev. 8/27/51) FIVE Wm. Phipps Susan Douglas D—93 min. (Rev. 4/30/51) KID FROM AMARILLO Charles Starrett Smiley Burnette O—56 min. (Rev. 10/19/51)	HIGHLY DANGEROUS Dane Clark Margaret Lockwood D (5029)	BANNERLINE Sally Forrest Lionel Barrymore D—88 min. (Rev. 9/18/51)	WHISTLING HILLS Johnny Mack Brown O—58 min. (5145)			SLAUGHTER TRAIL (Color) Brian Donlevy Gig Young MO—78 min. (Rev. 10/18/51)	(Oct. Releases) THE DESERT FOX James Mason D—88 min. (Rev. 10/1/51) NO HIGHWAY IN THE SKY James Stewart Marlene Dietrich CD—98 mtn. (Rev. 7/17/51) (Jos. Bernhard) JOURNEY INTO LIGHT Sterling Hayden Viveca Lindfors D—88 min. (Rev. 8/30/51) LOVE NEST June Haver William Lundigan CD—84 min. (Rev. 10/17/51)		(Oct. Releases) GOLDEN HORDE (Color) David Farrar Ann Blyth D—77 min. (134) (Rev. 9/17/51) REUNION IN RENO Mark Stevens Peggy Dow CD—80 min. (135) (Rev. 10/3/51) THE LADY FROM TEXAS (Color) Howard Duff Mona Freeman O—78 mtn. (136) (Rev. 10/2/51)	PAINTING THE CLOUDS WITH SUNSHINE (Color) Dennis Morgan Virginia Mayo M—87 min. (105) (Rev. 9/5/51)	GREAT MR. HANDEL (Color) Wilfred Lawson Elizabeth Allan D—103 min. (2A) (Release: Oct., 1951)
Oct. 14		SKY HIGH Sid Melton D (5024)	THE MAN WITH A CLOAK Joseph Cotten Barbara Stanwyck D—88 min. (Rev. 10/3/51)	YELLOW FIN Wayne Morris D—74 min. (5108)	(Oct. Releases) DARLING, HOW COULD YOU! Joan Fontaine John Lund C—96 min. (5108) (Rev. 8/10/51) CROSSWINDS (Color) John Payne Rhonda Fleming D—93 min. (5104) (Rev. 8/3/51)	UTAH WAGON TRAIN Rex Allen O—67 min. (5054) (Rev. 11/1/51) SOUTH OF CALIENTE Roy Rogers Dale Evans O—67 min. (5151) (Rev. 11/9/51)	ON THE LOOSE Joan Evans Lynn Bari D—78 min. (202) (Rev. 7/25/51)		HOTEL SAHARA Yvonne De Carlo Peter Ustinov D—87 min. (Rev. 9/13/51)			
Oct. 21		FBI GIRL Cesar Romero George Brent D (5002) UNKNOWN WORLD Bruce Kellogg D—71 min. (5101) (Rev. 11/7/51)	ACROSS THE WIDE MISSOURI (Color) Clark Gable Ricardo Montalban O—78 min. (Rev. 9/18/51)	(Allied Artists) THE HIGHWAYMAN (Color) Charles Coburn D—83 min. (AA20) (Rev. 8/21/51)					(Sachson) MR. PEEK-A-BOO Bourvil Joan Greenwood C—74 min. (Rev. 9/14/51)		COME FILL THE CUP James Cagney Phyllis Thaxter D-113 min. (Rev. 9/20/51)	THIRD TIME LUCKY Glynis Johns Dermit Walsh D—87 min. (4C) (Release: Nov., 1951)
Oct. 28		THE GREAT ADVENTURE Dennis Price Jack Hawkins D (5021)		ELEPHANT STAMPEDE Bomba D—71 min (5110) (Rev. 11/9/51)			THE BLUE VEIL Jane Wyman Joan Blondell D—114 min. (263) (Rev. 9/10/51) HOT LEAD Tim Holt O—60 min. (Rev. 10/23/51)		(Renown) TOM BROWN'S SCHOOL DAYS John Howard Davies Robert Newton D—93 min. (Rev. 11/1/51)			
Nov. 4	(Nov. Releases) THE BAREFOOT MAILMAN (Color) Robert Cummings Terry Moore CD—83 min. (Rev. 11/9/51)		AN AMERICAN IN PARIS (Color) Gene Kelly M—113 min. (Rev. 8/28/51)	LAWLESS COWBOYS Whip Wilson O—58 min. (5155)		SEA HORNET Rod Cameron Adele Mara D—84 min. (5102) (Rev. 9/25/51)	(Nov. Releases) THE RACKET Robert Mitchum Robert Ryan D—88 min. (210) (Rev. 10/19/51)		FORT DEFIANCE (Color) Dane Clark O—81 min. (Rev. 11/9/51)	(Nov. Releases) THE LADY PAYS OUT Linda Darnell Stephen McNally CD—80 min. (202) (Rev. 10/24/51)	CLOSE TO MY HEART Ray Milland Gene Tierney D—90 min. (107) (Rev. 10/8/51)	HISTORY OF MR. POLLY John Mills C—94 min. (3A) (Release: Nov., 1951)
Nov. 11	SON OF DR. JEKYLL Louis Hayward Jody Lawrance D—77 min. (Rev. 11/1/51)	SUPERMAN AND THE MOLE MEN George Reeves Phyllis Coates D (5030)	THE UNKNOWN MAN Walter Pidgeon Ann Harding D—86 min. (Rev. 10/17/51)	FLIGHT TO MARS (Color) Marguerite Chapman Cameron Mitchell D—72 min. (5103) (Rev. 11/9/51)	(Nov. Releases) WHEN WORLDS COLLIDE (Color) Richard Derr D—81 min. (5106) (Rev. 8/28/51)	STREET BANDITS Penny Edwards Robert Clarke D—54 min. (5130)	TWO TICKETS TO BROADWAY (Color) Tony Martin Janet Leigh M—106 min. (Rev. 10/11/51)	(Nov. Releases) LET'S MAKE IT LEGAL Claudette Colbert MacDonald Carey C—77 min. (Rev. 10/22/51)	(Ross-Stillman) THE LADY SAYS NO David Niven Joan Caulfield C—80 min.	CAVE OF OUTLAWS (Color) MacDonald Carey Alexis Smith O—75 mtn. (201) (Rev. 10/23/51)	ANOTHER SHORE Robert Beatty Moira Lester C—77 min. (4A) (Release: Dec., 1951)
Nov. 18	HARLEM GLOBETROTTERS Thomas Gomez Dorothy Dandridge D—80 min. (Rev. 10/29/51)		TOO YOUNG TO KISS Van Johnson June Allyson C—91 min. (Rev. 10/29/51)	CRAZY OVER HORSES Leo Gorcey CD—65 min. (5114)		DESERT OF LOST MEN Alan "Rocky" Lane O—54 min. (5063)	THE WHIP HAND Elliott Reid D—82 min. (Rev. 10/23/51) JUNGLE OF CHANG Semi-Documentary 67 min. (Rev. 11/9/51)	ANNE OF THE INDIES (Color) Jean Peters Louis Jourdan D—81 min. (Rev. 10/19/51) GOLDEN GIRL (Color) Mitzi Gaynor Dale Robertson OM—108 min. (Rev. 11/7/51)		THE RAGING TIDE Shelley Winters Richard Conte Stephen McNally D—93 min. (203) (Rev. 10/18/51) THE LAVENDER HILL MOB Alec Guinness Stanley Holloway CD—82 min. (280) (Rev. 10/17/51) THE BROWNING VERSION Michael Redgrave Jean Kent D—90 min. (281) (Rev. 10/30/51)	THE TANKS ARE COMING Steve Cochran Philip Carey D—90 min. (108) (Rev. 11/1/51)	SOUVAINE
Nov. 25	VALLEY OF FIRE Gene Autry O—63 min.	TALES OF ROBIN HOOD Robert Clarke Mary Hatcher D (5008)		THE LONGHORN Wild Bill Elliott O—70 min. (5223) (Rev. 10/9/51)		THE WILD BLUE YONDER Wendell Corey Vera Ralston D	ON DANGEROUS GROUND Ida Lupino D A GIRL IN EVERY PORT Groucho Marx William Bendix C	(Renown) A CHRISTMAS CAROL Alastair Sim D—86 min. (Rev. 11/1/51)				HER PANELLED DOOR Phyllis Calvert D—84 min. (Rev. 8/28/51) (Release 8/27/51)
Dec. 2	(Dec. Releases) TEN TALL MEN (Color) Burt Lancaster D—97 min. (Rev. 10/25/51) THE FAMILY SECRET John Derek Lee J. Cobb D—85 min. (Rev. 10/19/51)	HOME TOWN BOY Harold Lloyd, Jr. Cathy Downs C (5022)	THE LIGHT TOUCH Stewart Granger Pier Angeli D—110 min. (Rev. 11/7/51)	TEXAS LAWMEN Johnny Mack Brown O-54 min. (5146)	(Dec. Releases) SILVER CITY (Color) Yvonne De Carlo Edmond O'Brien O—90 min. (Rev. 10/2/51)	WOMAN IN THE DARK Penny Edwards Ross Elliott D PALS OF THE GOLDEN WEST Roy Rogers Dale Evans O	(Goldwyn) I WANT YOU Dana Andrews Dorothy McGuire D—102 min. (Rev. 11/1/51) SONS OF THE MUSKETEERS (Color) Cornel Wilde Maureen O'Hara D THE LAS VEGAS STORY Jane Russell Victor Mature D	(Dec. Releases) THE GIRL ON THE BRIDGE Hugo Haas Beverly Michaels D FIXED BAYONETS Richard Basehart Michael O'Shea D ELOPEMENT Clifton Webb Anne Francis C—82 min. (Rev. 11/9/51) I'LL NEVER FORGET YOU (Color) Tyrone Power Ann Blyth D	(Philip A. Waxman) THE BIG NIGHT John Barrymore, Jr. D—75 min. (Rev. 11/9/51)		STARLIFT Doris Day Gordon MacRae MC—103 min. (Rev. 11/1/51)	GALLOPING MAJOR Basil Radford C—82 min. (Rev. 10/19/51) (Release: 8/24/51)
Dec. 9	MAN IN THE SADDLE (Color) Randolph Scott Joan Leslie O—87 min.		CALLING BULLDOG DRUMMOND Walter Pidgeon D—80 min. (Rev. 10/19/51)	NORTHWEST TERRITORY Kirby Grant Chinook D—61 min. (5124)	MY FAVORITE SPY Bob Hope Hedy Lamarr C—93 min. (5110) (Rev. 10/5/51)					(Dec. Releases) THE STRANGE DOOR Charles Laughton Boris Karloff D—81 min. (204) WEEK-END WITH FATHER Van Heflin Patricia Neal C (206)		
Dec. 16	PURPLE HEART DIARY Frances Langford Judd Holdren MD—73 min. PECOS RIVER Charles Starrett Smiley Burnette O											

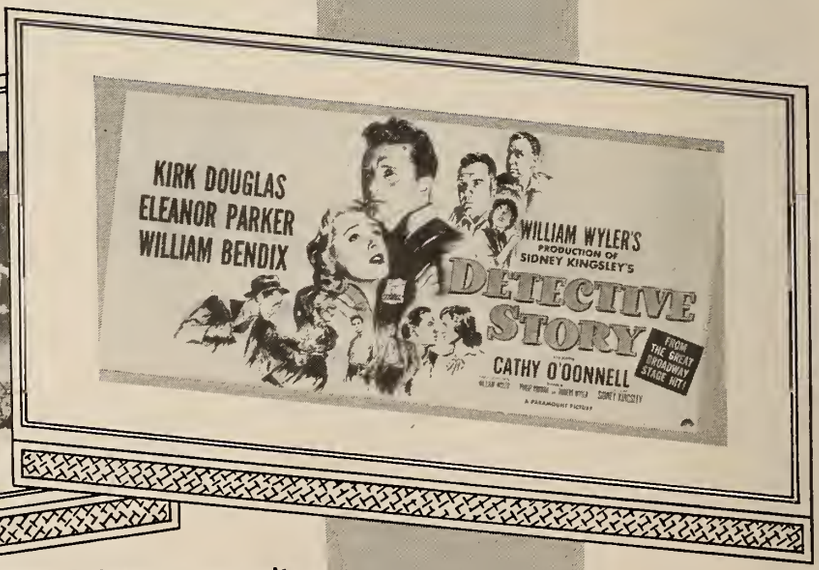
(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

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MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 94 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 14, 1951 TEN CENTS

MPAA, TOA Discuss Plans For FCC Meet

See 100% Agreement On Technical Aspects

WASHINGTON, Nov. 13. — The film industry will be "100 per cent agreed" on practically all technical aspects of the industry's request for theatre television frequencies, industry lawyers predicted after a strategy meeting here today.

Attorneys and engineers for the Motion Picture Association and Theatre Owners of America met at MPAA headquarters to talk over strategy for the industry's presentation before the Federal Communications Commission hearings, now scheduled for late February.

"We will be very close together, in perfect harmony, on all technical phases—the number of frequencies, the width

(*Continued on page 5*)

FCC Pre-hearing on UPT-ABC Merger Set for Nov. 21

WASHINGTON, Nov. 13.—A Federal Communications Commission examiner has called a pre-hearing conference for Nov. 21 on the proposed merger of the American Broadcasting Co. and United Paramount Theatres and on the Commission's investigation of the anti-trust status of Paramount Pictures, UPT and related companies.

(*Continued on page 5*)

See Hughes' Appeal Hearing in January

Washington, Nov. 13.—Arguments before the U. S. Supreme Court on Howard Hughes' appeal to upset the lower court order calling for the sale of his trusteed stock in RKO Theatres by Feb., 1953 is not likely before early January, court officials said.

The Justices have already agreed to review the New York Statutory Court order directing Hughes to get rid of his RKO Theatres stock by the target date or have the trustees sell it for him.

Texas Votes A Permanent Business Building-Plan

DALLAS, Nov. 13.—Texas showmen of the Council of Motion Picture Organizations have voted to make permanent their state COMPO organization and have drafted plans for a continuing program of business-building activities. Action was taken at an exhibitors' meeting held here yesterday.

The successful Texas "Movietime" promotion influenced exhibitor demands for a permanent organization for the state.

Plans were set for an intensified spring program, with a speakers' bureau to carry a major role in a steady continuous "grass roots" series of messages to influential people in all communities of Texas. After hearing a report prepared by Paul Short on the activities and results of Texas COMPO showmen to date, presented

(*Continued on page 4*)

New England Allied Reelects Mullin

BOSTON, Nov. 13.—Martin J. Mullin, president of New England Theatres, has been reelected president of Allied of New England, an affiliate of the Theatre Owners of America. Most other officers of the organization were also reelected, as follows:

Vice-presidents, Ben Domingo, Boston manager of RKO Theatres; Al Somerby, general manager, Howard

(*Continued on page 4*)

PUBLIC FAVORS 'MOVIETIME'S' DAILY COAST BROADCASTS

Fan reaction to the Liberty Broadcasting System's "Movietime U.S.A." programs heard every weekday over 432 stations of the Coast-to-Coast network is approaching the proportions of a landslide, according to Liberty officials who report a greater flood of daily mail comments on the show than has ever been received on any previous program broadcast by the network.

"The fan mail," declares a Liberty executive, "is unanimous in its praise for the fact that the 'Movietime' program presents the truth about Hollywood, and tears away the slanderous rumors which some sensation-hungry writers have attempted to spread. We believe that the program is doing a great public service, not only by bringing fine entertainment to our listeners, but also by convincing them that the people of Hollywood are normal, hard-working citizens who are doing great work for their country."

The "Movietime" program, which runs for half-an-hour daily, presents star interviews by Art Gilmore; a "Human Side of Hollywood" personality presentation by Bill Tusher; and a round-up of Hollywood headlines.

40 General Precision TV Theatre Systems on Order

A backlog of 40 orders for General Precision Laboratories theatre TV equipment was disclosed here yesterday by National Theatre Supply, Inc., distributors of GPL sets. The 40 orders were said to be scattered in eight states, but a NTS spokesman declined to state the location of the theatres ordering the equipment, nor when the 40 on order would be installed.

The current pace of orders was described as "spasmodic," due to what a company spokesman said was the lack of programming and the inadequacy of line facilities. The GPL equipment, which is now in use in two theatres, has two systems—the video film unit, selling for $33,000, and the Simplex direct projection system selling for $15,615.

Both GPL and the theatre TV

(*Continued on page 5*)

Kramer Has Five Finished: Schaefer

Stanley Kramer Productions has five completed features in the can and is proceeding with new production plans, George J. Schaefer of the Kramer organization reported yesterday following his return here from a 10-day Coast visit.

The completed pictures are "High Noon," last of Kramer's commitments for United Artists: "The Sniper,"

(*Continued on page 4*)

MGM to Sell 'Quo Vadis' on Bidding Basis

Pre-Release in Cities Over 100,000 at First

Competitive bidding will be employed as a basic sales policy for M-G-M's "Quo Vadis," William F. Rodgers, M-G-M vice-president in charge of distribution, disclosed yesterday.

The picture will be offered first to suitable theatres in cities of over 100,000 population for pre-release first-run engagements. Pertinent information which M-G-M requests such situations to include in bids is:

Dollar guarantee to distributor as its minimum share for entire engagement.

Participating terms.

Minimum length of run guaranteed.

A holdover control figure to

(*Continued on page 4*)

Agreement Between M-G-M and Ascap Reported Reached

The first contract between ASCAP and a Hollywood production company is expected to be signed momentarily. The company is M-G-M, whose attorneys have been meeting regularly in recent weeks with ASCAP representatives to negotiate a pact.

The agreement, it is said, provides for payment of approximately $135,000 by M-G-M in the next year for the performing rights to music used in its motion pictures.

The next producer expected to be signed up by ASCAP is 20th Cen-

(*Continued on page 4*)

Upward Trend Seen Continuing

The upward trend of box-office grosses nationally continues, according to E. K. O'Shea, vice-president of Paramount Film Distributing Corp. The distribution executive attributed the upward swing to two principal factors—the quality of pictures and the return to large-scale pre-selling campaigns.

Columbia Gets 'IA' Bid for 'Collarite' Pay Raise of 18%

An 18 per cent general pay increase, consisting of 12 per cent across-the-board and six per cent based on length of service, was proposed yesterday by the IATSE for the 275 home office "white collar" employes of Columbia Pictures and Columbia International.

Columbia representatives received the proposal in the first negotiation session with a committee from "IA" Motion Picture Home Office Employes Local No. H-63, following the union's take-over of the unit. Columbia's workers chose H-63 as their bargaining agent in an election which the National Labor Relations Board conducted on Oct. 22.

Another meeting between company and union representatives is expected to be held early next week.

Concerned Over 'Fox' Release in Germany

In a communication to Paul Ginsberg, head of the Jewish War Veterans, Geoffrey W. Lewis, acting director of the U. S. State Department's Bureau of German Affairs, discloses that the Department has "made it plain" to 20th Century-Fox that it feels the reaction to the release of that company's "The Desert Fox" in Germany "would be most unfortunate" and that the Department hopes it will not be circulated in that country.

The communication was in reply to a letter from Ginsberg, as national commander of the JWV, in which Ginsberg expressed concern over the possibility "that this film, which deals with the career of the former Nazi general, Erwin Rommel, in general laudatory terms, may be shown in Germany."

Home office officials of 20th Century-Fox said here yesterday that they had not received copies of the exchange of correspondence between the Jewish War Veterans and the U. S. State Department concerning the distribution of "The Desert Fox" in Germany and withheld comment pending receipt of copies of the documents involved.

Kahane Gets New Columbia Pact

HOLLYWOOD, Nov. 13.—B. B. Kahane, vice-president and production executive of Columbia Pictures for the past 16 years, has signed a new long-term contract with the company, it was disclosed here today by the studio.

RKO Gets de Sica Film

RKO Radio has signed contracts for the European distribution of Vittorio de Sica's "Miracle in Milan," Phil Reisman, the company's vice-president in charge of foreign distribution, announced upon his return here from Europe.

Personal Mention

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Kansas City.

•

FOSTER M. BLAKE, Universal's Western sales manager, left New York yesterday for Denver, Salt Lake City, Portland, Seattle, San Francisco and Los Angeles.

•

WILLIAM F. RODGERS, M-G-M vice-president and general sales manager, is due back here at the end of the week from Indianapolis and Cleveland.

•

ALEXANDER MacDONALD, vice-president of Dougfair Corp. and Odyssey Pictures, has arrived in New York from the Coast.

•

MADISON SCHWER, comptroller of Lippert Pictures, is in Los Angeles from San Francisco.

MITCHELL WOLFSON, president of Theatre Owners of America, is scheduled to arrive here today from Miami.

•

GEORGE I. WOODHAM-SMITH, director of the J. Arthur Rank Organization, and his wife, authoress of "Florence Nightingale," will sail for England from here today on the S. S. *Queen Elizabeth*.

•

GAEL SULLIVAN, Theatre Owners of America executive director, was confined to his home here yesterday with a cold.

•

SAM ZIMBALIST left here yesterday for the Coast.

•

CLARENCE GREENE, producer-writer, will leave here today for Detroit.

•

DOUGLAS FAIRBANKS, JR. will leave here today for Hollywood.

Reserve Decision on Phillips-Nizer Motion

The three-judge Statutory Court here yesterday reserved decision on a motion by the New York law firm of Phillips, Nizer, Benjamin and Krim seeking to quash government interrogatories directed at the firm in connection with the Department of Justice move to amend the "Little Three" decree. The amendment is intended to prevent common officers and directors in Universal and United Artists.

At yesterday's hearing the law firm's case was argued by former Federal Judge Simon H. Rifkin who contended the government was on a "fishing expedition" with the interrogatories. Philip Marcus, Department of Justice attorney, told the court the government believed the interrogatories would show that the firm's members did not act only as lawyers, but also that one or more of them were officers of a corporation in the "Little Three."

Boston Luncheon to Set 'Snow White'

BOSTON, Nov. 13.—Nat Levy, RKO Radio Eastern division sales manager, and Terry Turner, director of exploitation, will meet exhibitors, department store executives and newspaper, radio and TV representatives of Boston at a luncheon at the Copley Plaza here today to announce plans for the forthcoming re-release of Walt Disney's "Snow White and the Seven Dwarfs," scheduled to begin a new run in February with New England as the first area.

Tent 23 Fulfills Quota

BOSTON, Nov. 13. — Executives of the Variety Club of New England, Tent No. 23, have presented a check to John Wells Farley, president of the Children's Medical Center of Boston, completing a commitment for $50,000 to the blood bank and blood research department of the Children's Hospital of Boston. Arthur H. Lockwood, chairman of The Heart of Variety, made the presentation.

Retailers to Help Boost Business

In an attempt to increase matinee trade, Jerry Wald and Norman Krasna are planning with the National Retail Dry Goods Association, a nation-wide promotional campaign centered on the catch-line, "Shop and See a Movie."

Exhibitors already have been contacted concerning the association tie-up. The association includes in its membership nearly every major department store in America.

First picture to be tested in the campaign will be "Clash By Night."

BFPA Heads Coming For MPAA Meeting

LONDON, Nov. 13. — Sir Henry French, director general of the British Film Producers Association, left here by plane today for Washington to confer with Motion Picture Association of America officials on the latter's new advisory services for aiding foreign producers in marketing their films in America.

Reginald Baker, BFPA president, also left here today on the S. S. *Mauretania* and will join Sir Henry on his arrival in America.

Newsreel Parade

THE crisis in Suez and a report from Korea mark current newsreel highlights. Other items include Truman in Key West, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 92—Churchill lauds U. S. Britain guards Suez Canal. Pope at Dogma rites. Japanese Emperor at Hiroshima. Rome firemen are acrobats. Stars fete "Golden Girl." Football highlights.

NEWS OF THE DAY, No. 222—British strengthen Suez reinforcements. Pacific flight saves baby's life. Royalty ends Canadian tour. Rome firemen stage show. "Quo Vadis" premiere. Football highlights.

PARAMOUNT NEWS, No. 25—Korean air war. President Truman at Key West. Winston Churchill praises U. S. Crisis in Suez. Football highlights: Stanford-U. S. C.; Michigan-Notre Dame.

TELENEWS DIGEST, No. 46-A—Mustangs blast Korean foe. Egypt tries new tactics at Suez. Russians in Germany unite against Stalin. New steel mill. Canadian jet fighter. Fur fashions. UN family in California.

UNIVERSAL NEWS, No. 508—Crisis in Suez. Report from Korea. Film stars in fashion parade. Football highlights: Stanford-U.S.C.; Michigan-Notre Dame.

WARNER PATHE NEWS, No. 27—British troops patrol Suez. Korea air war. India welcomes Chester Bowles. President Truman in Key West. Emperor visits Hiroshima. "Tanks Are Coming" premiere. Football.

William B. Levy Forms Own Firm

William B. Levy, until recently world sales director of Walt Disney Productions, has formed William B. Levy Enterprises to engage in the launching and development of publications and to acquire and exploit motion pictures on a worldwide basis. The publications will cover the youth field.

Lippert to Open His Own Exchange

BOSTON, Nov. 13.—Robert L. Lippert, president of Lippert Productions of Hollywood, will open his own film distribution office in Boston on Jan. 1 at the expiration of the present franchise agreement with Albert Swerdlove. On Jan. 1 the latter will release films by Hal Chester and Jack Dietz of Mutual Film Corp.

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TOPS!

M·G·M

M G MUSICALS!

"AN AMERICAN IN PARIS" (*Tech.*) is the sensation of today as "Show Boat" and "Great Caruso" were yesterday and new musicals will be tomorrow. (*"Singin' In The Rain" for instance.*)

M G DRAMAS!

"ACROSS THE WIDE MISSOURI" (*Tech.*) biggest in 2½ years at State, N. Y. and socko everywhere. Next, "WESTWARD THE WOMEN," another Giant Adventure Spectacle to be followed by "THE WILD NORTH" (*Ansco Color*) and "LONE STAR."

COMEDIES! M G M

For Thanksgiving the uproarious "TOO YOUNG TO KISS" to be followed at Christmas-New Years by the great novelty comedy "CALLAWAY WENT THATAWAY."

M G MILESTONES!

From the very beginning with "Big Parade" and "Ben Hur" up through the years with the release of "Gone With The Wind" and the memorable "Battleground" and now topping them all . . .

"QUO VADIS"

M-G-M's Technicolor masterpiece is making history at the Astor and Capitol, N. Y.

Texas Votes

(*Continued from page* 1)

by Charles E. Carden, an enthusiastic response brought forth plans for the future from the following executives in attendance:

Col. H. A. Cole, Robert J. O'Donnell, Duke Clark, Short, Claude Ezell, Ed Rowley, Bill O'Donnell, Phil Isley, R. I. Payne, Don Douglas, Al Reynolds, Raymond Willie, Bob Euler and Carden.

Arrangements were made to have a testimonial dinner on Nov. 23 for all of the salesmen from Dallas exchanges who canvassed independent exhibitors throughout the state, showing them how to set up their local "Movietime in Texas" program, taking their pledges and sending their accessory orders into COMPO office.

A plan suggested by Bob Euler, general manager for Tri-States Circuit, that a statewide Texas COMPO convention be held, was accepted, with the date and place to be announced later.

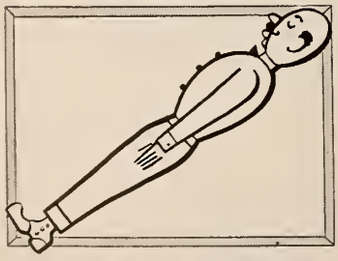
Short urged the continuation and further development of Phil Isley's "regional exhibitor seminars" such as were conducted at a number of the regional "Movietime" meetings. This was approved.

Rowley stated: "The effect of our program on the newspapers alone in creating a more enthusiastic and cooperative press would be worth the amount of money we have spent on the entire 'Movietime' activity to date."

Cole stated, "In my 35 years in the industry the star tours have been one of the greatest contributions to the industry that I know of."

STIFF IN THE JOINTS?

STAY OUTTA THOSE JOINTS!



Stay at the theatre and count your dough when you play

UNIVERSAL-INTERNATIONAL'S

WEEK-END WITH FATHER

The Week End that Shook the World ...with LAUGHTER!

Set Policy on 'Quo Vadis'

(*Continued from page* 1)

determine the continuance of the engagement beyond the minimum run guaranteed.

Admission price exhibitor plans to charge exclusive of any admission taxes.

Amount to be spent by exhibitor for advertising in the second and subsequent weeks of the run. M-G-M will handle and pay for all advertising for the pre-opening and first week, exclusive of lobby displays, marquee and outdoor advertising.

The distributor will specify the run granted and no specific clearance will be granted. M-G-M also will require that "Quo Vadis," which runs nearly three hours, shall not be used with another feature on the same program.

After pre-release first-run engagements in cities over 100,000 are set, additional localities will be selected for showings and the same procedure will be employed. Thereafter, still other localities will be selected, also following the same procedure.

After sufficient experience has been gained in the selected communities, arrangements for second-run engagements will be made.

In larger situations in which the possibilities have not been exhausted after second-run, the cities will be divided into a number of areas and theatres in each area will have an opportunity to bid for that particular run. The winning theatre will be given clearance against all other theatres in its area. Later, similar provisions will be made for the next run in each such area until every interested theatre has had an opportunity to present the picture.

Rodgers said no other method of marketing the picture could be devised which would permit M-G-M to recoup the cost of the production and, at the same time, assure a profit for exhibitors. The production cost of "Quo Vadis" is in excess of $7,000,000, he said, and the cost of prints, advertising and distribution will add "several millions" more.

Rodgers said he thinks "Quo Vadis" will gross more than "Gone With the Wind." "If it doesn't," he observed, "we won't make a profit."

Replying to a question, he said "GWTW" grossed $13,500,000 the first time around for M-G-M.

He said it will take "the better part of several years" to liquidate the picture. "It will be around a long time," he observed.

Rodgers pointed out that the "Quo Vadis" sales policy "complies with every phase of existing law. We will have nothing to do with the setting of admission prices. If this picture were to be sold the easiest way, a percentage and guarantee, or left to ordinary negotiation, it would be inevitable that somewhere that would lead to discussion of admission prices. This policy will avoid that.

"Moreover, in leaving the admission price decision to the exhibitors, those best qualified to determine it will do so. The exhibitor knows what his community can afford and what he can charge to insure a profit for his theatre. One city might well get $2.40 whereas another nearby might not be able to get more than $1.50. The exhibitors concerned know best."

Rodgers said that starting Nov. 21 Loew's theatres in Pittsburgh, Cleveland, Memphis, Atlanta, St. Louis and San Francisco will start playing "Quo Vadis," each on a different policy as an experiment, and that results will be made known to exhibitors in advertisements to be placed in the trade press. The sales policy itself will be the subject of trade press advertising during the next two to 10 days.

Kramer Has 5

(*Continued from page* 1)

"My Six Convicts," "The Four-Poster" and "Death of A Salesman," all for Columbia release.

Schaefer has a financial interest in and will set distribution arrangements for "Son of Man," a story of the life of Christ to be made in color by the Nassour Brothers. The script was developed by John Farrow over a period of 10 years, Schaefer said. Financing is all set, he reported, and production will begin soon. No distribution deal has been set yet.

Recent Film Demonstration

Demonstrations of the Capstaff lenticulated color film process, in which Schaefer is interested, were conducted on the Coast recently by the American Society of Cinematographers with test film made by M-G-M, Warner and 20th Century-Fox. ASC members were reported to be favorably impressed by the demonstrations.

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M-G-M and Ascap

(*Continued from page* 1)

tury-Fox. It is held likely that the 20th-Fox deal would call for payment to ASCAP of a sum similar to that agreed to by M-G-M.

It has been estimated that when all producers have signed ASCAP agreements the total involved will be in the neighborhood of $800,000. Under the theatre seat music tax, which was outlawed by the ASCAP anti-trust consent decree signed in the spring of 1950, theatres paid ASCAP approximately $1,200,000 per year, which included a 25 per cent collection expense.

New Honors to Philbrick

BOSTON, Nov. 13.—Gov. Paul A. Dever has proclaimed Nov. 27 as "Herbert A. Philbrick Day" in honor of Herbert A. Philbrick of Melrose, who for nine years posed as a Communist Party while acting as an undercover agent for the Federal Bureau of Investigation in order to gather evidence against the Communist Party. The Crosscup-Pishon Post of the American Legion will honor Philbrick with a testimonial dinner on Nov. 27. While Philbrick was acting as an undercover agent, he was employed by Mullin and Pinanski New England theatres.

New England Allied

(*Continued from page* 1)

Theatre, Boston; Samuel Pinanski, president, American Theatres Corp., and Charles E. Kurtzman of Loew's Boston Theatres; treasurer, Stanley Sumner, University Theatre, Cambridge, Mass.; secretary, Kurtzman; executive secretary, Frank Lydon.

The following are the members of the board of directors: John J. Ford, Maine and New Hampshire Theatres; E. Harold Stoneman, Interstate Theatres of New England; John S. Giles, Giles Theatres; Edward Cuddy, New England Theatres; James H. Doyle, Broadway Theatre, South Boston; Walter A. Brown, president, Boston Garden Corp.; Lloyd J. Clark, Middlesex Amusement Co., Malden, Mass. and Harry Feinstein and Joseph P. Liss, the latter two with Warner Theatres.

Ettinger Expands

HOLLYWOOD, Nov. 13. — Expansion of publicity services to include the press throughout Great Britain, was announced here by Margaret Ettinger, president of The Ettinger Company, with the signing of an agreement with the English publicity firm of Mullally and Warner, Ltd., London. The pact was closed with the arrival in Hollywood of Suzanne Warner of the English company for conferences.

WHEN YOU NEED SPECIAL TRAILERS 'GOOD' AND F-A-S-T SEND YOUR ORDER TO FILMACK CHICAGO. 1327 S. Wabash - NEW YORK. 630 Ninth Av.

Oscar Hanson Heads Canadian Pioneers

Toronto, Nov. 13.—A founder of the Canadian Motion Picture Pioneers, Oscar R. Hanson, veteran Toronto film industry veteran, has returned to the presidency of the organization after an absence of several years from the chair, it was announced following an executive meeting held here.

Hanson succeeds Miss Ray Lewis in the presidency.

NPA Will Study Camera Rulings

WASHINGTON, Nov. 13.—A special task force of the National Production Authority's photographic equipment industry advisory committee was set up today to work out definitions of what constitutes cameras for personal use, as distinct from cameras for professional use.

The action came at a meeting of the advisory group with NPA film chief Nathan D. Golden. Production of items for personal use will be subject to tight limitations on use of steel, copper and aluminum, in line with NPA limitations on use of these metals in other consumer durable goods.

The industry task force will also study a better base period for cutback orders. At present, these orders are based on production in the first half of 1950, which, the industry contends, was a depressed period.

The industry officials also warned that if too sharp a cut goes into effect—NPA proposes cutting back aluminum use for personal cameras to 35 per cent of base period use—the industry may have to reduce output to the point where it will lose skilled labor, and that production for industrial and defense use will also suffer.

O'Brien Off to UPT 3-Day Conference

Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, left here yesterday to attend a company conference at White Sulphur Springs, Va., which will get underway today.

The three-day annual conference will be attended by 15 UPT executives, among them Harry B. French, president of Minnesota Amusement Co., Minneapolis; and A. H. Blank, head of Tri-States circuit, Des Moines.

Editors, Writers Seminar

HOLLYWOOD, Nov. 13.—The American Cinema Editors and the Screen Writers Guild will hold a seminar to promote creative crafts, on December 4 at the Beverly Hills Hotel. This will be their second get-together.

Film 'Widow' on Coast

HOLLYWOOD, Nov. 13. — "The Widow," starring Bette Davis, will be produced here instead of in London, as previously announced, producer John Nasht disclosed on his return from New York. Nasht, who will produce the film independently, is said to have two major release channels under consideration.

Television--Radio

Comment and Opinion

THE television commercial is coming in for some critical attention. Certain sponsors apparently have realized that repetition and long-windedness don't sell the goods and they are going in for a more subtle, and much more effective, approach. The tendency now, particularly on the big-budgeted shows, is to integrate the commercial plug with the actual script and, if possible, make it of real interest to the audience.

This doesn't always come off, but it is at least a step in the right direction. Too many sponsors' messages run on interminably, using the same hackneyed sales pitch and treating the viewer with a condescension that suggests he can not be trusted to grasp what is being said.

The new approach tends to eliminate repetition and substitutes viewer appeal. The Schlitz Playhouse of Stars, for instance, blends a short film on beer brewing into its commercial, a process which is of automatic interest. Ed Wynn, on the All Star Revue over NBC-TV last Saturday, invented an amusing skit to sell his product and so did Red Skelton Sunday night. Fred Allen, on "Sound Off Time," got a lot of laughs for the way he handled the Chesterfield message.

Try as he may, Allen, undoubtedly one of the finest of all American comedians, doesn't seem to be successful in hurdling the TV obstacle. His half-hour show Sunday again used him as a narrator rather than the principal and had a sluggish quality that was brightened only during a few spots. The script still hasn't caught that intangible something that made the dry Allen humor click on radio.

In contrast, Allen's great and traditional radio rival, Jack Benny, has taken the TV medium in his stride. He had a busy week last week celebrating 20 years in radio. CBS Radio honored him with a somewhat uninspired "Salute to Jack Benny" and on Sunday he made a hit on TV's "This is Show Business." He wound up last night on the Frank Sinatra Show.

This is Americanism Appreciation Week and two of the top TV shows demonstrated in contrasting fashion how the theme can be treated. The Westinghouse "Studio One" over CBS Monday night came up with a very fine dramatic offering depicting the life of Colonial hero James Oatis. If Studio One and its Worthington Miner have given us some extremely uneven programs, "A Bolt of Lightning" on Monday ranked among the best in its telling of America's fight for freedom. Charlton Heston proved himself a very capable actor.

In contrast, "Flight to Freedom" on the Goodyear Television Playhouse on NBC Sunday exhibited all the glaring faults of a deliberate propaganda piece. Its message, put across in sledge-hammer fashion, was almost annoying in its persistence and the acting was poor. This dramatic series, produced by Fred Coe, also has maintained an uneven standard this season. The Sunday show in particular lacked the attributes of top-flight entertainment. When the theatre gives way to the message, entertainment value inevitably suffers. Hollywood already has learned that lesson.

Many new names on the air. Ethel Barrymore making her TV debut. Harpo Marx a hit on the Colgate Comedy Hour and Dorothy Lamour lovely on the Ed Wynn program. But some other names are missing. Where, for instance, is Bill Stern, long-time favorite with the sports fans? Isn't it time that one of the networks brought him back into the TV picture?

NBC's "The Big Show" on radio hasn't been its old self. Time Miss Bankhead changed her approach. . . . Much talk about Sheldon Reynolds' "Foreign Intrigue" film series on NBC-TV. Those pictures are good! . . . The FCC now planning to lift the "freeze" in the spring. They've said that before. . . . Dinah Shore due for her own television show soon.

Ralph Edwards signed to a $6,500,000 contract at NBC. It runs for the next five years. . . . Sylvester L. Weaver elected vice-president in charge of television at NBC. . . . Dr. Allen B. DuMont honored today on "The DuMont Story" telecast. . . . Secretary of State Acheson showing up fine on the UN kinescopes made by Paramount for CBS. Here's an outstanding example of public service. . . . William Phillipson named director of ABC radio and television activities on the West Coast.

FRED HIFT

No Records Decontrol

WASHINGTON, Nov. 13—The Office of Price Stabilization turned down a plea from phonograph record manufacturers for decontrol of record prices. OPS told an industry advisory committee that a specific price regulation would be issued shortly.

To TV Shriner's Game

Fifty-one cities from Coast-to-Coast are expected to participate in the telecast of this year's Shriners East-West football game, which is to be sponsored by Motorola, Inc., over the DuMont network. The game will be held on Dec. 29 in San Francisco.

FCC Meet

(*Continued from page* 1)

of each, the portion of the spectrum," one attorney declared after the meeting. "The method of presentation will differ, however. Each party will stress the experience and service he knows best."

Allied States association will share in this "harmony," it was predicted. Allied was invited to send a representative to today's meeting, but did not. Allied is expected to attend other, similar meetings to be held later.

Attorneys, Engineers Present

MPAA was represented today by Taylor Mills, attorneys Vincent Welch, James L. Fly and Sidney Schreiber, and MPAA's engineers, Frank McIntosh and Andrew Inglis. TOA was represented by attorney Marcus Cohn and engineers Stuart Bailey and C. M. Jansky.

Welch said the meeting "worked toward putting the industry's presentation on an organized basis." He said joint meetings of the lawyers for TOA, MPAA and Allied were planned for every other Friday, starting Nov. 30, to continue working on details of the presentation. Engineers of the parties will also meet from time to time, he said.

Heads of the MPAA companies will meet on the subject some time after the Nov. 30 legal meeting, it was indicated.

'Went Over Mutual Problems'

"We went over mutual problems and techniques of presentation," Cohn said. "There are a few minor things we don't see eye to eye on, but we are very close together on most things. We will hold further meetings of the same kind in the near future to go over specific items of strategy."

UPT-ABC Hearing

(*Continued from page* 1)

Full-scale hearings before the examiner, Leo Resnick, are slated for Jan. 15. The pre-hearing conference, which will start at 10 A. M. next Wednesday, will try and get agreement on simplifying or reducing the issues in the proceedings, the procedure to be followed, and possibly even to stipulate by common consent the accuracy of certain facts. Resnick said the pre-hearing conference had been suggested by Allen B. DuMont Laboratories.

General Precision

(*Continued from page* 1)

equipment unit of RCA report that defense production has not as yet produced any shortage of TV materials, but that this condition may worsen in the months ahead.

Essaness Theatre in Chi. To Install RCA TV System

CHICAGO, Nov. 13.—An RCA large-screen TV installation is scheduled to go into the Essaness Crown Theatre here early next month.

Sets for three other Essaness theatres are being held up pending the perfection of a new type of installation for single floor theatres where there is no balcony available for attaching the equipment, the management disclosed.

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AIR MAIL EDITION

VOL. 70. NO. 95 NEW YORK, U. S. A., THURSDAY, NOVEMBER 15, 1951 TEN CENTS

275 Theatres Now in Line For TV Sets

See 100 Smaller Houses With TV by June '52

A record number of some 275 theatre television sets are currently on order with evidence pouring in that smaller theatres are climbing the TV bandwagon by increasing numbers.

One hundred installations in smaller theatres across the nation are forecast by George Trad, head of the Trad Television Corp., for the first six months of 1952. Trad, whose "full-screen" system is designed mainly for 1,500-seaters and sells for $9,000, said his estimate was on the "conservative side" despite reports from other quarters that the pace of orders has declined.

Among the more expensive sets designed for larger theatres, an RCA

(*Continued on page 3*)

Secondary Product Dropped by RKO For Top Pictures

HOLLYWOOD, Nov. 14.—RKO Pictures will shift over its production policy to top-calibre attractions only in 1952, company officials disclosed here last night after a protracted meeting at the Beverly Hills Hotel. The striking contrast between lush business done with "Flying Leathernecks," "His Kind of Woman," and others in kind and skimpy returns from secondary offerings, influenced the executives' decision to eliminate

(*Continued on page 2*)

John E. McInerney Dies Here at 55

Funeral services will be held Saturday at St. Jean Baptiste Church here for John (Jack) E. McInerney, 55, director of advertising-publicity of United Paramount Theatres and of the New York and Brooklyn Paramount theatres. McInerney died yesterday morning after a brief illness.

Survivors include the widow, Mrs. Hortense McInerney, a son, John E.

(*Continued on page 7*)

Martin Smith Urges Check Against Unfair Tax-Exempt Competition

Columbus, O., Nov. 14.—Martin G. Smith, president of the Independent Theatre Owners of Ohio, advises exhibitors to notify the Internal Revenue Bureau of cases where competitive entertainment is operated with tax-exempt admissions and which is not entitled to the Federal ticket tax exemption.



Martin Smith

"The Internal Revenue Bureau cannot be expected to detect every attempt to take advantage of the (excise ticket tax) bill by organizations which are not entitled to an exemption under the act," Smith pointed out. "If tax free shows are given in your community by any organization that does not qualify under the act, or if the proceeds of the show do not inure exclusively to the benefit of such organization, report the facts immediately to your Collector of Internal Revenue.

"Some day we may be able to get rid of this nuisance tax, provided the industry will cooperate wholeheartedly in the effort, but in the meantime exhibitors must see to it that they are not subjected to the unfair competition of those who claim exemption from the tax but are not entitled thereto under the act," Smith said.

Rodgers Tells ATOI Meet Industry Needs Peace

INDIANAPOLIS, Nov. 14. — "The sooner we can learn to live together in peace, the better it will be for all of us," William F. Rodgers, Loew's Inc. vice-president in charge of sales, told the Silver Anniversary convention of the Allied Theatre Owners of Indiana at the Hotel Lincoln here today.

"You are going to contribute your share of these verdicts being rendered against us," Rodgers warned the exhibitors. "No industry could stand the number of lawsuits that are being filed today.

"It detracts from our business, which is to make good motion pictures. There is a great future in motion pictures," Rodgers assured the hoosier film men.

Trueman T. Rembusch was reelected president of ATOI by the board

(*Continued on page 6*)

CEA Defers Action On New REP Plan

LONDON, Nov. 14. — The proposed strengthening of the industry Renters, Exhibitors and Producers committee to handle all matters of intra-industry interest was considered by the general council of the Cinematograph Exhibitors Association at its monthly meeting here today and was referred to the legal and parliamentary committee for further examination.

The proposals would deprive the CEA provincial branches of much of the influential position they have held in the past.

The REP committee was formed at

(*Continued on page 6*)

Brylawski Reelected For His 29th Term

Washington, Nov. 14.—A. Julian Brylawski was elected president of the Motion Picture Theatre Owners of Metropolitan Washington for the 29th consecutive term.

All other officers were also reelected at a luncheon meeting held here today. They are: Fred Kogod, vice-president; Lloyd Wineland, Sr., treasurer; Harry Bachman, secretary.



A. Julian Brylawski

Dates Set for Star Tours in 6 Areas

The Council of Motion Picture Organizations yesterday arranged for "Movietime U. S. A." star tours in six more areas where they were postponed when the nationwide star tours were held early last month.

Three Hollywood players, a director and a writer, will visit Buffalo and Albany during the week of Nov. 25. Co-chairmen of the Buffalo event

(*Continued on page 6*)

Offers a Plan To Hike TOA Member Ranks

Associate Classification, Training Schools Sought

The Theatre Owners of America's executive committee, at its meeting at the Hotel Astor here today, will receive a proposal that the organization establish training schools for exhibitor personnel and amend its membership rules to provide for associate members who would pay "nominal dues."

The proposal will be made by Gael Sullivan, TOA executive director, who said yesterday that the organization "is always in need of new faces, new blood, and new ideas."

There are, said Sullivan, "many young men among the various circuit and independent operations who would like to become part of TOA through an associate membership. In this way, too, we could expand our committee

(*Continued on page 6*)

93 Inductees At Tonight's Pioneers' Tribute to Warners

Ninety-three new members, all of whom have completed the required 25 years, or more, in the motion picture industry, will be inducted into the Motion Picture Pioneers' Class of '51 at tonight's annual Pioneers dinner at New York's Waldorf Astoria Hotel.

Five hundred leaders of the industry and distinguished guests from other fields of American business will honor Harry M., Jack L. and Albert Warner at the dinner. The Warner

(*Continued on page 7*)

French Here, Will Study TV's Impact

The impact of television on the American motion picture industry is due to be studied first-hand over the next two weeks by Sir Henry French, director general of the British Film Producers Association, who arrived in New York yesterday by plane from London.

This study, Sir Henry indicated on his arrival, would be in conjunction

(*Continued on page 6*)

IATSE Contract Dispute Resolved

Hollywood, Nov. 14.—Major studios and the IATSE tonight resolved the "misunderstanding" concerning the escalator clause in a recently negotiated contract. The companies granted the union's original demand that the contract could be reopened for wage discussions only when and if the cost of living index rises five per cent. It was also agreed that the five per cent rise would be computed on the basis of the Oct. 15 Bureau of Labor Statistics index.

Hollywood 'Red' Hearings to Resume

WASHINGTON, Nov. 14.—The House Un-American Activities committee may resume its hearings on Communist activities in Hollywood here before the end of the year, a committee official said.

He declared that the committee hoped to have about 15 more witnesses, including nine or 10 missing witnesses whom the committee has been trying to serve with subpoenas for some time. The other witnesses, he said, would be those who had asked to appear as a result of the recent hearings in Hollywood, those who wanted to answer charges made against them and others who wanted to supply the committee with additional information.

New Effort to Save Copper Drippings

CAMDEN, N. J., Nov. 14.—The government drive to salvage liquid copper drippings from the projection booths of America's motion picture theatres will be aided by field engineers of the RCA Service Co.

At the request of Nathan D. Golden, director of the motion picture photographic products division of the National Production Authority, the company has pledged each of its theatre service engineers to contact projectionists and enlist their active cooperation in NPA's copper conservation program.

See $985,000 for 'American' at Hall

A big $985,000 gross for the seven-week run of "An American in Paris" at Radio City Music Hall here is forecast, with $115,000 seen for the seventh and final week which begins today.

The only other comparable figure for a film which ran seven weeks at the Hall is "Sunset Boulevard" which in the summer of 1950, grossed $1,015,000 for the period.

Personal Mention

DON HARTMAN, Paramount's supervisor of production, left here for the Coast yesterday.

•

AL MENDELSOHN, Universal Eastern radio and TV contact, will leave here today for Camp Eustis, Va.

•

VINCENT E. PALMERI, former general manager in Mexico and Central America for Universal-International, has been appointed export manager of the A. C. Gilbert Co., New Haven.

•

SAM HARRIS of the State Theatre, Hartford, has been recuperating from auto accident injuries at the St. Francis Hospital there.

•

OSCAR MORGAN, general sales manager of short subjects and Paramount News, will leave here tomorrow for Jacksonville and Atlanta and will return Nov. 26.

•

LAWRENCE WEINGARTEN, M-G-M studio executive and producer, has delayed his visit here from the Coast until Nov. 22.

•

ROBERT WILE of the Universal-International home office exploitation staff is back in New York from Hartford.

•

ED CANELLI of the Republic exchange, New Haven, and his wife are the parents of a new daughter.

•

LOU LILLY, head of the scenario department of Jerry Fairbanks Prod. is in Miami from the Coast.

•

W. E. KOLLMYER, manager of Westrex Company, India, is now en route to Bombay from New York.

SPYROS SKOURAS, president of 20th Century-Fox; CHARLES SKOURAS, president of National Theatres, and GEORGE SKOURAS, head of Skouras Theatres, accompanied by ELMER RHODEN, president of Fox Midwest Theatres, and FRANK H. RICKETSON, president of Fox Inter-Mountain Theatres, are expected to arrive here from Europe Saturday or Sunday, after a stop-over in London.

•

MARK GOLDMAN, former Eagle Lion branch manager in Cleveland but inactive for the past two years on account of illness, is now with Universal in Detroit in a sales capacity.

•

ELLIS G. ARNALL, president of SIMPP, who was due in New York yesterday from Atlanta, stopped over in Washington and will arrive here today instead.

•

MAURICE N. WOLF, field assistant to H. M. Richey of M-G-M, will speak before the Men's Club at West Newton, Mass., Dec. 13.

•

FRANK MURPHY, Loew Theatres division manager, and his wife, are in the process of adopting a two-year-old boy brought over from Ireland.

•

MANNIE MEYER has been added to the staff of Classic Pictures to handle the local New York exchange area.

•

H. M. RICHEY, M-G-M exhibitor relations head, will return here today from Indianapolis.

•

ERNEST COTOGNA of the 20th Century-Fox home-office publicity staff, will report for Army induction tomorrow.

Set 6-State Booking For 'Snow White'

BOSTON, Nov. 14.—A six-state saturation booking will be held in the six New England states for the re-release of Walt Disney's "Snow White and the Seven Dwarfs" during the week of Feb. 16. This was announced at a luncheon-meeting of New England exhibitors, radio writers and motion picture editors of Boston newspapers. The original voices of the characters will make personal appearances.

Speakers at the luncheon-meeting included Nat Levy, Eastern division sales manager of RKO Pictures; Terry Turner, exploitation director; Irving Levy, sales executive, and Charles Ludwig, publicity representative for Walt Disney Productions.

Secondary Product

(*Continued from page* 1)

the latter type from the production agenda, according to officials attending the meeting.

Present at last night's session were Howard Hughes, Ned Depinet, Noah Dietrich, Francis J. O'Hara, C. J. Tevlin, William H. Clark and Garrett Van Wagner. The executives, from both Coasts, met again today and also worked on a releasing schedule covering the period from the present to July 1, with 18 productions to be scheduled.

James Hendel Will Join Souvaine Sales

James Hendel, formerly Western division manager of Eagle-Lion will join Souvaine Selective Pictures early next month as a division sales manager, Charles Amory, the company's sales vice-president, has disclosed.

Hendel's territory will be announced later. The addition of Hendel completes the Souvaine divisional territory personnel.

'Street Car' Hits $31,000 in Chicago

CHICAGO, Nov. 14. — After a slow start due to very bad weather, "A Street Car Named Desire" has pushed ahead to a tremendous first week's gross of $31,000 at the RKO Grand here, topping the sensational opening stanza of "Desert Fox." "The Street Car" gross is being helped by an advanced admission price of $1.20 instead of the usual 98 cents.

UA Opening in N. O.

NEW ORLEANS, Nov. 14. — Bill Shirley, Milt Overman, Ben Hill and Mori Krushen, U.A.'s exploitation, publicity and public relations representatives from New York, arrived in town yesterday to promote "The Lady Says No," which will have its premiere at the Tudor Theatre on Nov. 22.

Mono. First Quarter Profit Is $150,465

Hollywood, Nov. 14.—Monogram Pictures' consolidated operations for the first 13 weeks ended Sept. 29 of the current fiscal year showed a profit of $150,465, Steve Broidy, president, told the annual meeting of stockholders here today. The result compares with a profit of $59,073 for the first quarter of last year.

All members of the company's board of directors were reelected for another year at the meeting.

Long Park Advances RKO Dividend Case

New York Supreme Court Justice Benedict D. Dineen has granted a motion by Long Park Amusement Co. to strike out certain "affirmative defenses" in connection with the release which the New Jersey circuit gave RKO under the Sept. 28, 1950, agreement whereby Long Park and Walter Reade, Jr., acquired RKO's 250-share interest in jointly-owned New Jersey properties.

RKO had declared dividends from the 250 shares of Class B stock to be in the amount of $42,500, but after signing the papers which would release RKO from further obligation, Long Park and Reade alleged the figure should have been in excess of $100,000. Long Park and Reade charged RKO with "fraud and deceit" in this connection.

In granting the motion, Justice Dineen declared that the release did not free RKO from charges of "fraud and deceit."

Long Park, Reade and RKO were partners in Trenton-New Brunswick Theatres.

20th-Fox 'Collarites' Swing Over to 'IA'

Another former Screen Office and Professional Employes Guild unit of home office "white collar" workers, at 20th-Fox yesterday joined the several which in recent weeks chose the IATSE Motion Picture Home Office Employes Local No. H-63 to represent them hereafter in collective bargaining. The employes of the 20th Century voted 282 to 44 for H-63. The choice on the National Labor Relation Board ballot was between the "IA" and "no union."

$24,000 for 'Two Tickets'

BOSTON, Nov. 14.—RKO Pictures' "Two Tickets to Broadway" is heading for a $24,000 first week at the Keith Memorial here. This is the highest gross chalked up by the theatre this year, including all pictures from all companies. The picture opened last Friday with five hours of radio time given free by four disc jockeys, two broadcast from the lobby of the theatre after inviting their listeners to see them there in person.

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Says Spectacles Trend Is Hard On Independents

In the light of the success of such pictures as "Quo Vadis" and "David and Bathsheba" there is developing in Hollywood a trend for mammoth spectacles that may put the independent producer in a precarious position because he can not compete with them, Clarence Greene, co-producer of the United Artists release, "The Well," declared here, prior to his departure for the Coast.

Caused in Part by TV

The demand for the spectacle is in part caused psychologically by TV, Greene explained, since the public wants to see something they cannot get on TV in their homes.

However, the independent who is shrewd in the selection of his story does not have to worry because he can overcome the trend, Greene said. "The trend for good stories is everlasting; the trend for mammoth productions passes," Greene pointed out.

He said stories that awaken public interest are those which have a dynamic quality and also have in them elements that make for good showmanship, such as imaginative locales.

Greene asserted that spectacles will continue to have box-office appeal only if there are a comparative few. Once they are abundant the public appetite will fade and the studios may be hit hard.

Ontario MPTA Gets 3 New Directors

TORONTO, Nov. 14.—Three new directors elected to the 1951-52 board of the Motion Picture Theatres Association of Ontario are announced as follows: Angus Jewell, Jewel Theatre, Cannington; W. J. McLaughlin, Espanola, and William Summerville, Jr., supervisor of Bloom and Fine Theatres, Toronto.

They succeed Sam Fine of Toronto, who retired as a director; Clare J. Appel, who resigned to become executive secretary of the Canadian Motion Picture Distributors Association, and Stan Gosnell of Toronto, who died last June. New officers have not yet been elected.

Legion Report Puts 11 of 12 in Class A

The latest Legion of Decency report places 11 films in Class A and one in Class B. The latter is M-G-M's "The Light Touch." The 11 in Class A include: "The Barefoot Mailman," Columbia; "A Christmas Carol," United Artists; "Elephant Stampede," Monogram; "Hong Kong," Paramount; "Quo Vadis," M-G-M; "Starlift," Warner; "Superman and the Mole Men," Lippert; "Double Confession," Monogram; "FBI Girl," Lippert; "The Racket," RKO, and "Young Scarface," M. K. D. Distributors.

Dayton Variety Charity

DAYTON, O., Nov. 14.—The Dayton Variety Club has assumed responsibility in providing a permanent site and building for Variety Manor, a guidance center clinic for emotionally unstable children, the operating costs of which will be underwritten by the Community Chest.

Likens Advent of Eidophor To First Talking Picture

The industry potentiality of 20th Century-Fox's Swiss Eidophor CBS theatre color television system was compared to the advent of the first talking picture by Charles P. Skouras, president of National Theatres, yesterday following a demonstration of the system in Zurich, Switzerland.

In a cable to Gael Sullivan, executive director of the Theatre Owners of America here, the NT president said the demonstration "surpassed in definition and life-like portrayal anything that I have ever seen before on the screen. . . . The color is real, actual, with all the delicate shadings of life and sparkles with animation. Its magnetic radiance and dimensional depth will bring millions of new theatre-goers to our show houses."

Spyros P. Skouras, president of 20th-Fox, called Tuesday's Zurich demonstration "a magnificent success," according to press reports. He said he expects to unveil the system in New York some time in December and that a production target for projection units is set for February or March but due to current shortages of materials, Skouras doubted if this deadline could be reached.

Among others who witnessed the demonstration were Dr. W. R. G. Baker, vice-president of General Electric; Dr. Edgar Gretener, a color film and arc lighting expert now in charge of the development of Eidophor; George Skouras, president of Skouras Theatres; Elmer Rhoden, president of Fox Midwest Theatres, and Frank H. Ricketson, president of Fox Inter-Mountain Theatres.

Color in Para. TV Possible in 1952

The possibility that Paramount may incorporate color in its scheduled production output of 50 Paramount Theatre TV sets in 1952 was raised yesterday by Richard Hodgson, president of Chromatic Television Laboratories, Inc., a Paramount subsidiary. He said the incorporation of color in the Paramount TV equipment, which will make use of Paramount's tri-color tube, is now being discussed.

TV for 275 Theatres

(*Continued from page* 1)

spokesman acknowledged that more than 200 sets were on order, while General Precision Laboratories placed the number on order at 40.

Hodgson of Chromatic

Richard Hodgson, president of the Paramount subsidiary Chromatic Television Laboratories, said six new installations of Paramount TV equipment are scheduled to be completed before the end of the year and Paramount's production schedule for 1952 calls for the manufacture of 50 theatre TV sets. Paramount, he added, is feeling the scarcity of certain materials due to the defense effort.

Among the cities slated to be equipped with Paramount TV sets are Denver, Dayton, Chicago, Toledo and Indianapolis, Hodgson said.

While installations in larger theatres are continuing at a rather steady pace, the biggest development today appears in the theatre TV outlook for smaller houses. Trad, whose forecast for 1952 contemplates 100 installations in a six-month period, currently has 14 orders on hand and expects to complete installation on these within the next 60 to 90 days. Eight of the 14 installations are destined for the Walter Reade circuit.

Another television system designed for the smaller houses, — Theatre-View TV, which sells for $3,750—will have its first demonstration today for distributors at the Rex Theatre in East Rutherford, N. J. A test demonstration was held yesterday with network shows emanating from New York being picked up. Demonstrations of the equipment will continue for a number of weeks, a spokesman said, adding that in about three weeks the equipment will also be demonstrated in Boston. The initial production run of the Theatre-TV equipment was said to be 150 sets.

As reported previously, the overall estimate of the number of theatres expected to be equipped with TV by the end of the year is 110.

Want No Film Stars On Weekend TV

OMAHA, Nov. 14.—Members of the Iowa-Nebraska Allied requested that film makers do not permit their stars to appear on television on weekends in a resolution passed at their meeting here. They also requested action by their national board against producers releasing prints to television until 10 years after they had been released to theatres.

Other action included an okay on national convention resolutions. Leo Wolcott of Eldora, Ia., chairman of the board, said Iowa and Nebraska exhibitors both rapped the "so-called security picture contracts as being unfair in today's market, when intermediate pictures have little meaning."

Holman in London, To Paris Meet Next

LONDON, Nov. 14.—Russell Holman, Paramount home office production representative, has arrived here for meetings with James Perkins and Richard Mealand, following which he will go to Paris with Mealand for further production talks with Paramount's French and Italian representatives.

Holman will attend the charity premiere tomorrow at the Plaza Theatre here of "Encore," the film made jointly by Paramount and the J. Arthur Rank Organization.

Yergensens Buy Two

SALT LAKE CITY, Nov. 14.—In a $200,000 transaction, the Cedar and Parks theatres at Cedar City have been sold by John Rowberry and Melvin R. Thorley to Glen Yergensen, who operates a theatre at Monroe, and his brother Elden Yergensen.

Chi. Auto Dealer Pays Small $150,000 For 27 TV Films

CHICAGO, Nov. 14.—Hauser Nash, local automobile dealer, has paid Edward Small close to $150,000 for the first Chicago television showings of 27 feature-length pictures formerly shown in motion picture theatres throughout the country.

The films will be shown on WNBQ from 10 P.M. to midnight Saturdays and 11 P.M. to midnight Mondays, Wednesdays, and Fridays. Pictures which run over an hour will be split into two sections for showings on two different nights during the week, where they cannot be fitted into the Saturday night spot.

Pictures Listed

The group of pictures includes: "The Duke of West Point," "King of the Turf," "Man in the Iron Mask," "Kit Carson," "My Son, My Son," "South of Pago Pago," "The Son of Monte Cristo," "International Lady," "The Corsican Brothers," "A Gentleman After Dark," "Annie Rooney," "Twin Beds," "Friendly Enemies," "Up in Mabel's Room," "Abroad with Two Yanks," "Brewster's Millions," "Getting Gertie's Garter," "The Count of Monte Cristo," "Last of the Mohicans," "T-Men," "Raw Deal," "The Challenge," "The Creeper," "Counterfeiters," "The Red House," "Intrigue," and "Our Town." Brand new thirty-five millimeter prints will be used for all showings.

15 More to Aid the Federation Campaign

Fifteen additional film executives have pledged their support to the Federation of Jewish Philanthropies drive for $20,000,000, it was disclosed here yesterday by Emanuel Frisch, who shares with Barney Balaban and Si Fabian the leadership of the amusement division of the Federation campaign for $20 million.

Among those who have joined the corporate gifts committee—which is co-chairmaned by Leonard Goldenson, Herman Robbins and Sol A. Schwartz —are Harry Brandt, Leo Brecher, Jack Cohn, George F. Dembow, Emil Friedlander, Leopold Friedman, Henry Jaffe, Malcolm Kingsberg, Al Lichtman, Samuel Rosen, Fred J. Schwartz, George Skouras, Spyros Skouras and Albert Warner.

Six Heroes Here for 'Bayonets' Opening

Summoned by the Department of the Army, six Congressional Medal of Honor winners will arrive in New York today to prepare for the world premiere of 20th Century-Fox's "Fixed Bayonets!" at the Rivoli Theatre next Tuesday. Their presence will aid the benefit performance of the film for the New York *Journal American* War Wounded Fund, and help spark the national blood drive.

The Medal of Honor winners are to meet with Mayor Impellitteri, and appear publicly on behalf of the blood collections for soldiers fighting in Korea.

Sells Realart Franchise

MEMPHIS, Nov. 14.—The Realart franchise here was sold yesterday by J. D. Jernigan to Clifford Wallace.


...and from WARNER BROS. comes
DISTANT
The rescue...the
throbbing jungle-dru
the steaming Everglade
swamp-wilderness
aflame with wild
unseen menace!



STARRING

GARY COOPER

Blade in his hand, blood in his eye —
as Captain Quincy Wyatt, Swamp-Fighter, in the war
against the savage Seminole Tribe

WITH **MARI ALDON**
as the captive beauty

SCREEN PLAY BY NIVEN BUSCH AND MARTIN RACKIN
PRODUCED BY MILTON SPERLING
DIRECTED BY RAOUL WALSH
A UNITED STATES PICTURES PRODUCTION
PRESENTED BY WARNER BROS.
MUSIC BY MAX STEINER

December Deadline For Loew's Filing

The deadline for Loew's filing of a divorcement plan with the New York Statutory Court will be postponed from today to "sometime in December," it was reported here yesterday by a Department of Justice spokesman.

Loew's and D. of J. representatives have been conferring here on a postponement. The precise deadline in December was expected to be set today.

Review

"Young Scarface"

(Boulting-M. K. D. Distributors)

GRAHAM GREENE'S novel, "Brighton Rock," has been converted into an exciting and suspenseful, albeit somewhat horrifying, picture entitled quite aptly "Young Scarface." There are scenes of slashings and murder which make this the sort of fare that is best withheld from the very young and the impressionable. Richard Attenborough portrays in this British-made crime film a cruel and vicious gangster, the leader of a clique of "tinhorn" mobsters at a resort site in England. On the whole the picture stands up very well as a crime thriller. The story opens in a rather involved way with a contest being conducted by a newspaper. A murder takes place and the victim, presumably, is an employee of the paper. Attenborough is the killer, but in his attempt to cover up his tracks he goes from one sordid crime to another. He meets an innocent young waitress, excellently played by the good-looking Carol March, and since she could make a key witness against him, he decides to marry her because a wife cannot testify against her husband.

Meanwhile, Hermione Baddeley, who does a fine job as a vaudeville performer who is suspicious that the first death was not due to natural causes, slowly tracks down Attenborough. The killer plots to do away with his wife in a suicide pact in which she will die first and he will flee. But the police arrive just in time to foil the plan and Attenborough eventually goes to his death.

The acting is good all around, and the climaxes are built to a terrific pitch with the assistance of obstreperous background music and some rather unorthodox photography. The screenplay is by Greene and Terrence Rattigan.

Running time, 80 minutes. Adult audience classification. Release date, Nov. 7.

Banners to Fly on Para. Anniversary

Some 200 banners, honoring the "Silver Anniversary" celebration of the New York Paramount Theatre on Nov. 21, will be displayed on Broadway from 57th to 40th Streets, starting next week.

The Broadway Association will fly 28-inch banners from sidewalk poles with the Paramount and the anniversary feature musical film, RKO's "Two Tickets to Broadway" sharing credits.

ATOI Meet

(*Continued from page* 1)

of directors following this afternoon's business session. Other officers, all reelected, are Sam Neall, vice-president; Marc J. Wolf, treasurer; William A. Carroll, executive secretary, and Ann Craft, secretary.

John M. Sims, TV research expert for the General Precision Corp., told the convention "the time may come when you'll pay 10 cents a seat for the World Series in your theatre." He predicted 500,000 seats for theatre TV by the end of 1953. "Nobody can bid against that kind of buying power," he said. Sims predicted that theatre TV, with this capacity, can afford to bid $500,000 for a single world series game or $1,000,000 for two nights of a broadway musical hit.

Wilbur Snaper, president of New Jersey Allied and coordinator of National Allied's film committee, reported "general sales manager acceptance" of its arbitration efforts. Film clinics on specialized problems of city, small town and drive-in situations were held at the morning session. Each group will report its recommendations to the convention Thursday afternoon.

A banquet tonight closed the day's activities. Speakers were the Rev. William Alexander, Oklahoma City, and Col. William McCraw, Dallas, executive director of Variety International.

An ATOI director's meeting Tuesday night voted to support resolutions on increased admissions, excessive film rentals and arbitration passed at the national Allied convention.

Rembusch announced the following men have been invited to serve on the Allied arbitration committee; Jack Kirsch, Chicago; Nathan Yamins, Boston; Wilbur Snaper, New York; Col. Harry Cole, Dallas; Abram F. Myers, general counsel of National Allied, and Rembusch. All but Yamins have already accepted.

CEA Defers

(*Continued from page* 1)

the suggestion of J. Arthur Rank several years ago and it is believed he is likely to make acceptance by CEA of the proposals for strengthening REP a condition to the return of his theatres to CEA membership. Also, the Rank interests are understood to favor Sir Wilfrid Eady, author of Britain's Eady Plan, as paid secretary of the REP committee, if and when CEA accepts the new setup. Sir Wilfrid is due for retirement from the Civil Service in a few months.

Harry Mears, CEA president, left here tonight for Bournemouth to report the general council's feeling on the withdrawal of Rank's theatres from CEA membership to Rank. The latter is attending a convention of his theatre managers in Bournemouth.

French Arrives

(*Continued from page* 1)

with the primary purpose of his visit, namely, to confer with Motion Picture Association of America officials on the latter's new advisory services for aiding foreign producers in marketing their films in the U. S.

Meetings are scheduled to get underway in New York today between Sir Henry and John G. McCarthy, MPAA vice-president. McCarthy said yesterday he planned to arrange for a conference in Washington early next week at which they would be joined in by Eric A. Johnston and Joyce O'Hara. Also sitting in on the Washington meeting will be Reginald Baker, BFPA president, who has sailed for the U. S. aboard the S. S. *Mauretania,* which is scheduled to dock in New York on Monday.

The MPAA and BFPA officials will discuss plans for international film festivals as well as the capacity of the American market to sustain British product, according to both Sir Henry and McCarthy.

Asked if he would propose renegotiation of the Anglo-American film agreement, Sir Henry said he would not.

TOA Membership

(*Continued from page* 1)

functions in the local units and at the national level by calling upon talent that is not now officially a part of the TOA family."

S. H. Fabian, executive committee chairman, will preside at today's meeting. Approximately 20 TOA leaders, including Mitchell Wolfson, organization president, are scheduled to attend. Tomorrow some 70 exhibitors from the New England and Middle Atlantic states will gather at the Astor for TOA's first regional convention.

Elaborating on the proposal he will submit today, Sullivan said:

"TOA, in providing a broader service to our local units, should develop schools for motion picture theatre personnel. The local units, when they have their conventions, could set aside sessions for the interchange of information between veteran showmen and the young managers and their assistants. Speakers and constructive papers could be presented on the manifold operational techniques for the large or small theatre.

"These service schools could stimulate tremendous interest among the younger theatre operators, and many suggestions and programs could be channeled through our national TOA headquarters and sent to other units where they may prove helpful.

"More and more we need to develop panel discussions on sound economics that can be effected in theatre operation, and in planning for future conventions our local leaders should put the accent on youth. One of the ideal uses of the regional committees, in addition to creating constructive grievance panels, would be to formulate plans for these service schools for the younger men and women of exhibition. Generating a love of the business can be achieved only by continuing incentives that flow from the interchange of information at these schools. Some rewarding results are certain if the younger people in exhibition feel that they really belong."

Six Star Tours

(*Continued from page* 1)

are George H. McKenna and William Dipson; the Albany chairman is Harry Lamont. During the same week nine Hollywood personalities will visit Salt Lake City, and three will tour small towns of Western Pennsylvania. A "jumbo tour" featuring 15 personalities will cover the states of Louisiana and Mississippi during the week of Dec. 2.



Pioneers

(*Continued from page* 1)

brothers, who have been named "Pioneers of the Year" by the organization of founders and builders of the industry, will receive a special plaque honoring them "for their vision and enterprise in bringing sound to the screen; for their boundless courage in blazing a new path in screen entertainment and public service; and for their unswerving faith in motion pictures and in their industry as a bulwark of the American way of life."

Guests at the dinner will include Henry Ford II, president of the Ford Motor Company; David Sarnoff, chairman of the board of RCA; Frank M. Folsom, president of RCA, and Eric Johnston, president of the Motion Picture Association of America.

12th Annual Award

Jack Cohn, president of the Pioneers, reports that the award to the Warners, the 12th annual award, will be the first that the Pioneers has bestowed on more than one individual.

The 93 new inductees follow:

Edwin A. Aaron, Morris Alin, Alexandre Aptekmann, Louis J. Barbano, George T. Beattie, Albert Beck, Maurice Bergman, Joseph Bernard, Harry M. Bernstein, Foster M. Blake, Morton B. Blumenstock, Ralph Branton, Nathan N. Brower, Milton E. Cohen, Joseph Cordero, Alfred E. Daff, Paul Daniels, Deon J. DeTitta, Albert Dezel, David Diamond, Jack Etra, Emil K. Ellis.

Also, Howard Feigley, Sr., Charles J. Feldman, Harold D. Field, Sr., Joseph E. Fontaine, John Freese, Sam A. Galanty, Manning J. Glick, Harry Glickman, Wally Goldstein, Morris Grassgreen, Arthur Greenblatt, John Hamrick, Francis L. Harley, Maurice Harris, Walter F. Higgins, Richard Hildreth, Morris Jacobson, Thomas James, James J. Jordan, Herbert T. Kalmus, Sam Katz, Egon Klein, Melvin H. Koff, Lee Koken, Stanley Kolbert, Charles P. Kontulis.

Also, Harry Kosiner, B. G. Kranze, Robert A. Kreier, Karel Lamac, Carroll J. Lawler, Calvin C. Leeder, John Lefebre, Joseph Levy, Norman Lewis, S. N. Lichter, A. E. Lichtman, Byron R. Linn, David A. Lipton, Benjamin Lorber, Mannie Marcus, Allan S. Moritz, H. J. Nelson, Joseph J. Nolan, John Petrauskas, Jr., Lewen Pizor, Matthias Radin, Anthony Ricci, John Roberts, David Robbins.

Also, Edward Salzberg, James C. Shanklin, Theodore A. Shaw, Max M. Shulgold, Abe E. Siegel, Samuel N. Simon, Irving Sochin, Ralph B. Staub, Benjamin W. Steerman, William Steiner, Irving Stolzer, Jerome Paul Sutten, Charles Mark Thall, Douglas Travers, Carlos Vasseur, Eugene F. Walsh, Harry I. Waxmann, George Weiss, Irving Wernick, Ralph B. Williams, Mitchell Wolfson.

Jack Warner Cited By Treasury Dept.

HOLLYWOOD, Nov. 14.—Jack L. Warner has received the U. S. Treasury Department's Distinguished Service Award, presented to him at Warner Brothers studio by Joseph Messick, State Director of U. S. Savings Bonds.

The award, highest honor conferred by the Treasury Department for Public Service, was given for the studio's leadership in building security for the nation through the sale of savings bonds. The award was signed by Secretary of the Treasury John Snyder who said in an accompanying letter: "The patriotic and unselfish service of the Warners—Harry, Albert and Jack—has been outstanding through the years."

25-Cent WB Dividend

At a special meeting of the board of directors of Warner Brothers here yesterday a dividend of 25 cents per share was declared payable on Jan. 5, 1952 to holders of common stock of record on Dec. 7, 1951.

Reviews

"Hong Kong"

(*Paramount*)

A QUICKLY-PACED story of intrigue in post World War II in China, "Hong Kong" has been carefully packaged with the ingredients necessary to popular favor. Producers William H. Pine and William C. Thomas have given the story a generous production treatment including color by Technicolor. Action of a standard type pops every inch of the way with a satisfying element of suspense added to the movement.

Ronald Reagan has returned to China after the war to make a quick fortune but instead he runs into the new warfare. Always the adventurous, lone-wolf type, he soon finds himself the guardian of a dead Chinaman's five-year-old son, Danny Chang. Since Reagan cannot leave the boy to die in the fields he decides to take him along. Eventually he comes upon a field mission service headed by Rhonda Fleming and in time the little party grows to three. The intrigue gets underway when Reagan discovers the boy has in his possession a valuable idol. Reagan conspires to dispose of the boy, get the money for the idol, and do a disappearing act. He makes a deal for the sale with some underworld characters but then has a change of heart. He discovers that he cares for the welfare of the boy and that he loves Miss Fleming.

What ensues is an underworld kidnapping of the boy and a desperate, melodramatic attempt by Reagan and Miss Fleming to get him back. Their attempt is eventually successful, but only after a series of flights, chases and considerable gunfire and fisticuffs.

There will be few who can resist the guileless charms of little Danny Chang.

Winston Miller wrote the screen story, based on a tale by Lewis R. Foster. Foster also directed.

Running time, 91 minutes. General audience classification. For January release.

MANDEL HERBSTMAN

"Callaway Went Thataway"

(*Metro-Goldwyn-Mayer*)

A FRESH and exciting satire on the rise to fame of the television cowboy is etched in "Callaway Went Thataway." A bright, affecting script loaded with wit and imagination has been fashioned by Norman Panama and Melvin Frank. Howard Keel plays a dual role as a cowboy actor, one as a hero of the bygone film era and the other as a modern TV star. Also in the cast are Fred MacMurray and Dorothy McGuire, as two advertising agency "hucksters."

As the story opens, Keel, the old film cowboy has long since dropped out of sight, a casualty of hard drinking. The playing of his films on television, however, has made him a hero again and very much in demand. Since a fortune can be made by producing a new series for TV with Keel, MacMurray and Miss McGuire launch a desperate search for him. The search is unavailing.

Just when MacMurray and Miss McGuire are about to confess to the would-be sponsor that the search is hopeless, they find a cowboy on a Colorado ranch who is the image of the old film star. In a series of comic episodes that are better seen than described in words, the cowboy is groomed to pose as the old idol. In time he becomes a national institution, but trouble bubbles when the old Keel comes on the scene and demands the full share of the popularity and "gravy."

A series of complications are developed artfully and the humor inherent in the situation is well realized. The ending is a surprise one in which virtue wins out, a foundation for youngsters is established, and romance blossoms between the latter-day Keel and Miss McGuire. Others in the cast are Jesse White, Fay Roope and Natalie Schafer. Panama and Frank also produced and directed.

Running time, 81 minutes. General audience classification. Release date, Dec. 28.

M. HERBSTMAN

"Man in the Saddle"

(*Columbia Pictures*)

ACTION again is the principal exploitation ingredient of this Randolph Scott western starrer which features the usual amount of gun-play and skullduggery. The color by Technicolor enhances the value of some of the out-of-doors mountain shots.

The story, which runs according to time-tested formula, concerns an ambitious woman, a greedy, unscrupulous ranch owner, and Scott, as Owen Merritt, caught in the middle between conflicting forces. Scott's girl, Joan Leslie, marries the wealthy owner of the Skull Ranch, Alexander Knox, who portrays Will Isham, because she thinks that she will find security as his wife. The bargain turns sour, however, when she realizes she still loves Scott and recognizes the unbridled ambitions of her new husband. Knox sends out his hired gunmen, led by Richard Rober, who portrays Ray Dutcher, to drive Scott off his land and in the process two of Scott's close friends are killed. The gunplay sets the ball rolling for a number of subsequent action-packed scenes, featuring Ellen Drew as Nan Melotte, an attractive neighboring school teacher who also is in love with Scott. The finale finds Miss Drew and Scott united, while the wealthy, greedy rancher is killed by his own hired gunman, who is later killed by Scott in a settling of accounts.

Others in the cast include John Russell, Alfonso Bedoya, Guinn Williams, Clem Bevans and Cameron Mitchell. Harry Joe Brown produced and Andre de Toth directed, from a screenplay by Kenneth Gamet, based on a novel by Ernest Haycox.

Running time, 87 minutes. General audience classification. For December release.

MURRAY HOROWITZ

McInerney

(*Continued from page* 1)

McInerney, Jr., and a sister, Mrs. Marguerite Wilkinson of Miami Beach.

Born in New York City, McInerney attended Fordham and Columbia Universities before joining the old New York *Herald* as a reporter. Later he joined the old New York *World* and *Variety* in the same capacity. He left the newspaper field to do publicity for Cosmopolitan Pictures and then Universal Pictures, joining the Paramount exploitation department in 1924.

Paramount promoted him in 1925 to the post of publicity director of the Rivoli and Rialto theatres on Broadway, both owned at that time by the company. With the opening of the Paramount Theatre on Times Square in 1926, McInerney became publicity director of that house, a post he continued to hold until his death. When the Brooklyn Paramount was opened in 1928 that theatre was added to his jurisdiction.

As an ambulance driver in World War I he sustained wounds in both legs.

Interment will be at Calvary Cemetery, Queens.

Fabian Ads Promote Movie-Going Habit

ALBANY, N. Y., Nov. 14.—Four Fabian theatres in Schenectady ran special newspaper copy yesterday stating: "We know—you have—because of the increased number of persons attending—noticed the vast improvement in 'movies' of late. They are going to continue to improve. Get back the habit of seeing a movie once a week. It is a good habit."

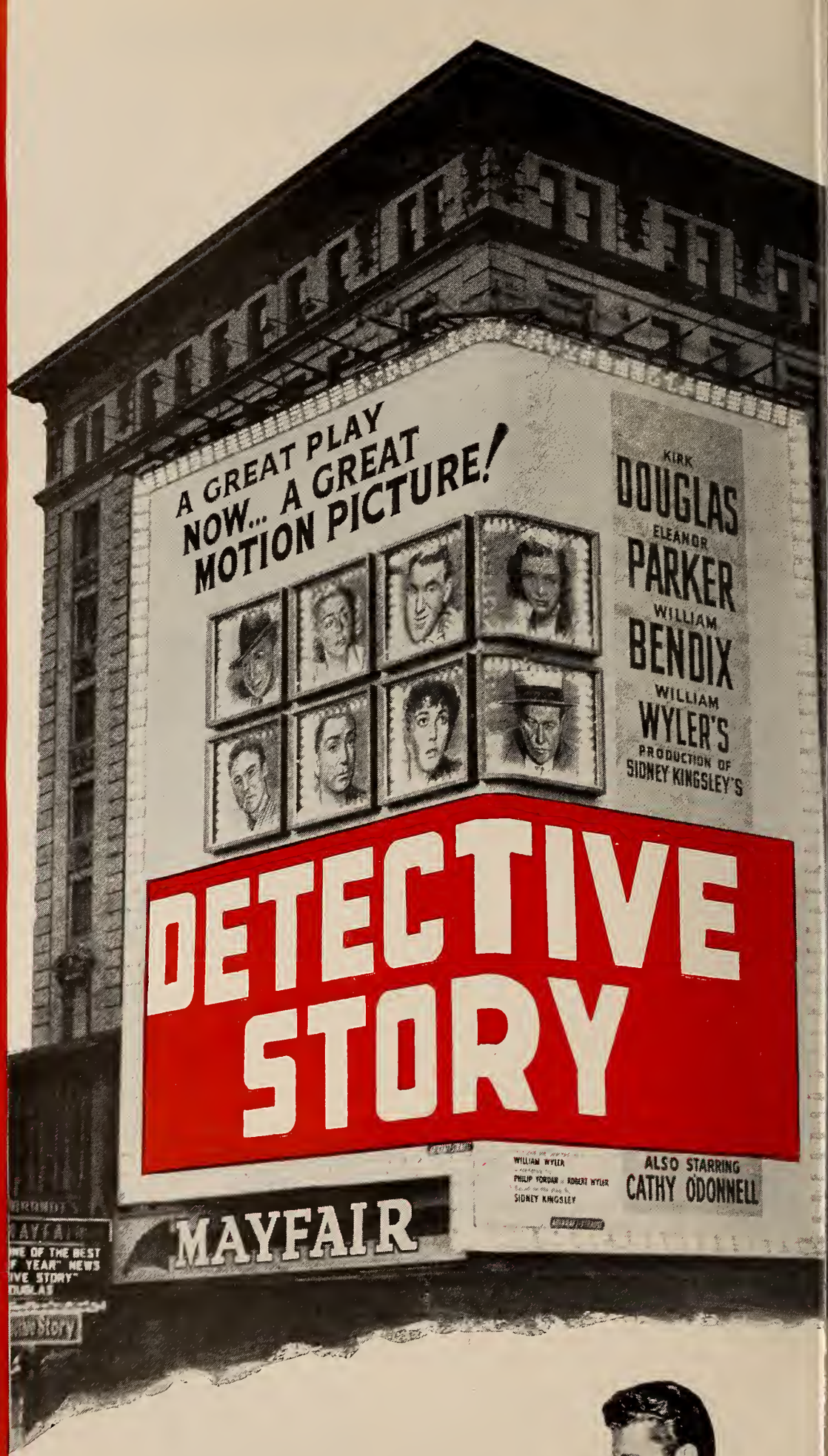
The copy carried a "Movietime U.S.A." slug.



Another Sign That Paramount Is Keeping Its Boxoffice Pace Blazing!

A four year record on Broadway at the Mayfair! And city after city proving "Detective Story" is another top grosser in Paramount's steady flow of hits.

In some spots it's registering up to 140% of those Paramount boxoffice leaders that have been the wonders of the industry during recent months!





Detective McLeod can face a killer's gun—but not the truth about his own wife.

IT'S MOVIETIME U.S.A.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 96 NEW YORK, U. S. A., FRIDAY, NOVEMBER 16, 1951 TEN CENTS

Spain Refuses To Meet Here On Film Pact

MPAA-SIMPP Expected To Transmit Proposals

MADRID (By Cable), Nov. 15.—The Franco government's cabinet has decided against the sending of a Spanish delegation to the U. S. for meetings with the Motion Picture Association of America, it was learned here today from an official government source.

Although no reason was given for the decision, the consensus in the Spanish film industry is that the cabinet probably felt that it would not be becoming for a government delegation to discuss a possible Spanish-American film agreement with American industry rather than

(*Continued on page 5*)

Moral Tone of US Films on Upgrade, Legion Declares

WASHINGTON, Nov. 15.—The Legion of Decency reports there has been during the past year "an increase in wholesome and moral themes in Hollywood-produced motion pictures."

The Legion's views were outlined by the Most Rev. Raymond A. Kearney, Auxiliary Bishop of Brooklyn and chairman for the past year of the Bishops' Committee on Motion Pictures. He gave the Legion's views in

(*Continued on page 4*)

Truman Releases Johnston Nov. 30

President Truman announced in Key West, Fla., yesterday that he had accepted the resignation of Eric Johnston as Economic Stabilization Administrator, effective Nov. 30. Presumably, that would permit Johnston to return to his post as president of the Motion Picture Association of America on Dec. 3, as planned. Johnston's resignation was submitted to the President some time ago, but no action was taken on it up to yesterday.

M. P. PIONEERS HONOR WARNERS



Photograph by Mike Elkins

JACK, HARRY and ALBERT WARNER receive plaque from Jack Cohn honoring them as "Pioneers of the Year" at the annual banquet of the Motion Picture Pioneers at the Waldorf-Astoria Hotel here last night.

500 At 12th Annual Fete Of Industry's Veterans

Approximately 500 industry veterans from all parts of the country, members and guests of the Motion Picture Pioneers, witnessed the presentation to Harry M., Jack L. and Albert Warner of a plaque designating them as the "Pioneers of the Year," at the 12th annual presentation of the organization in the Starlight Roof of the Waldorf-Astoria here last night.

The annual festivities of those who have served in the industry 25 years or more were presided over by Jack Cohn, president of the Pioneers and vice-president of Columbia Pictures.

The tribute to the Brothers Warner was made in recognition of the 25th anniversary of talking pictures, to the introduction and success of which they contributed so much, and to their contributions to the industry throughout the 48 years of their association with it.

In accepting the plaque, Harry Warner, president of Warner Brothers Pictures, said, in part:

"If the producers of pictures see only the dollar sign at the end of their production efforts, then I believe those production efforts will fail.

"The capacity to earn a profit is very much a part of the whole American idea of free-enterprise. But if we are to keep enterprise free, we must see to it that we keep ideas free as well. The communication of ideas is as essential to our business as free-

(*Continued on page 4*)

TOA Plaque Will Be Given to the 3 Warners Today

The Theatre Owners of America today will present a silver plaque to the Warner brothers, Harry M., Jack L., and Albert, on the occasion of Warner Brothers' "Silver Anniversary of Talking Pictures."

The plaque, in recognition of their services to the industry, will be presented by TOA president Mitchell Wolfson in a brief ceremony at the Warner home office here this afternoon.

"On this Silver Anniversary of sound," Gael Sullivan, TOA executive director, said yesterday, "the exhibitors of America want to recognize and to show their appreciation to the Warner brothers not alone for their great trail-blazing in this medium of mass communications, but also in meeting the challenge and opportunity of what lies ahead.

"They have worked as a family unit

(*Continued on page 4*)

See Two-Way TOA Plan on Grievances

Aiming at Approaches on National, Local Levels

Theatre Owners of America's planning of methods whereby trade practice grievances would be taken up with distributors is tending toward a policy under which selling as it affects exhibition nationally would be dealt with by the national exhibitor organization, while strictly local or individual experiences would be discussed with the companies by the individual theatres involved, on the basis of advice given those theatres by national TOA.

This was indicated yesterday by Gael Sullivan, TOA executive director, in a press interview which followed the meet-

(*Continued on page 5*)

Ohio Allied Unit Is 17th to Join Compo, Only 2 Yet to Apply

The 17th Allied regional organization yesterday applied for membership in the Council of Motion Picture Organizations, it was reported here by COMPO. Martin G. Smith of Toledo, president of the Independent Theatre Owners of Ohio, filed that unit's application for membership .

This leaves but two Allied regionals that have yet to apply for COMPO membership, namely, Allied of Illin-

(*Continued on page 5*)

Hughes Continues Buying RKO Stock

Washington, Nov. 15. — Howard Hughes boosted his holdings of RKO Pictures common stock by 84,400 shares during September and October, according to reports submitted to the Securities and Exchange Commission.

At the end of October, Hughes said he held 1,013,420 shares of the firm's common. During September, he had five purchases totaling 35,600 shares, and during October there were six purchases totaling 48,800 shares.

Personal Mention

NED E. DEPINET, RKO Pictures president; W. H. CLARK, treasurer, and GARRETT VAN WAGNER, comptroller, are scheduled to return here from the Coast today.

•

MORGAN HUDGINS of the M-G-M studio publicity staff is due back on the Coast this weekend after five weeks of lecturing on "Quo Vadis" in 23 towns.

•

ROBERT LAMONT of Lamont Theatres, Albany, N. Y., has been appointed administrative supervisor of the Albany Air Defense filter center.

•

LARRY KENT has resigned as manager of the Esquire Theatre, Sacramento, Cal., and returned to Hartford, Conn., for a visit.

•

MRS. CLARENCE ECHOLS is celebrating her 20th anniversary as head of the Dallas Motion Picture Reviewing Board.

•

M. L. SIMONS, home office assistant to H. M. RICHEY, will leave here Sunday for Charlotte.

•

OSCAR RUBY, Columbia branch manager in Cleveland, became a grandfather last week.

•

B. F. PERRY of the Westrex Corp. has returned to New York from Hollywood.

•

ALBERT LEWIS, producer, will leave here for the Coast on Sunday.

Stockholders of RKO Pictures Meet Dec. 5

First annual meeting of stockholders of RKO Pictures Corp. since completion of divorcement under its consent decree last Jan. 1 will be held Dec. 5 at Wilmington, Del. Notices of the meeting are being mailed to stockholders by the company this weekend.

Depinet Flies Here Today; 'Big Feature' Policy Confirmed

HOLLYWOOD, Nov. 15.—RKO president Ned Depinet leaves here for New York by plane tomorrow following a four-day policy-making session. RKO officials declared it "most productive in recent years." Corporate policies to be presented to stockholders at Dec. 5 meeting were agreed upon and decision to concentrate on "big feature" policy was confirmed.

Rites for Furman

Funeral services for Robert T. Furman, 77, pioneer film producer and one-time general manager of Pathe Freres, predecessor of Pathe News, will be held this afternoon in the Frank E. Campbell Home here.

Furman, who died Tuesday at Roosevelt Hospital, directed the production of such famous silent films as "The Perils of Pauline." At the time of his death he was owner of the Manufacturers Service Co.

Can't Base Lebedoff Action on N.Y. Case

Minneapolis, Nov. 15.—Local conspiracy action of Martin Lebedoff's Homewood Theatre cannot be based on the New York case, Judge Nordbye ruled here today, although denying six film company defendants and Minnesota Amusement Co. motion to dismiss action. He also held that fixing admissions as established by plaintiff was not damaging as such. The case resumes Nov. 23.

Elect German to Head N. Y. Tent

William German was elected chief barker of Variety Club of New York, Tent No. 35, at elections held here yesterday. He succeeds Fred Schwartz.

Elected first assistant chief barker was Ira Meinhardt; second assistant chief barker, William F. Rodgers; property master, Edward Lachman; dough guy, Saul Trauner.

The following canvassmen were elected: Harry Brandt, Russell Downing, Jack Ellis, Ed Fabian, Harold J. Klein, Martin Kornbluth, Chick Lewis, Robert Mochrie, Abe Montague, Jerry Pickman, Walter Reade, Jr., Herman Robbins, Bert Sanford, Cy Seymour, George Skouras, Dick Walsh, Max Wolff, Nathan Furst, Morris Sanders and David Snaper.

Deny Coast Report Mayer Seeks UA

A Hollywood report that Louis B. Mayer is negotiating for purchase of United Artists was dismissed by company heads here yesterday as "completely unfounded."

Mary Pickford and Charles Chaplin have placed 50 per cent of the UA stock in escrow under the deal by which the present UA management has three years in which to put the company in the black and thus acquire title to the stock. Management control for a seven-year period is included. Observers pointed out that even if Miss Pickford and Chaplin decided to sell their remaining 50 per cent, which is not regarded as likely, it would not be attractive to investors without management control accompanying it.

Final Sprint in UA Sales Drive

Every United Artists exchange in the U. S. and Canada has set up one week in December during which every theatre in the exchange area will be asked to play at least one U. A. feature to close the company's current national sales drive, it was announced here yesterday by William J. Heineman, UA sales vice-president. Each branch will determine for itself the week to be declared "UA Week."

NEWS in Brief . . .

HOLLYWOOD, Nov. 15.—G. Ralph Branton has been named a vice-president of Monogram Pictures Corp. He recently became a board member.

The company's board has reelected all officers, including Steve Broidy, president; W. Ray Johnston, board chairman; George D. Burrows, executive vice-president and treasurer; Edward Morey, New York, vice-president, and Norton V. Ritchey, New York, president of Monogram International Corp.

•

SPRINGFIELD, Ill., Nov. 15.—Local exhibitors, led by George Kerasotes, chairman of the Springfield Theatre Owners Association, are vigorously opposing a proposal for adoption of a three per cent municipal amusement tax here.

Terming the proposal "discriminatory and unfair," Kerasotes has written members of the City Council reminding them that theatres voluntarily agreed to an increase in their local license fee from a flat $100 to 50 cents per seat four years ago. He also denied that the proposed tax would yield an estimated $80,000, asserting it would be nearer $25,000 and offering to exhibit the theatres' books to support that figure.

•

Another report of the success of this week's 20th Century-Fox Swiss Eidophor CBS color theatre television demonstration came yesterday from George Skouras, president of United Artists Theatres.

In a cable from Zurich, Switzerland, he hailed the new system as "the birth of a new era, giving us confidence to give the public the entertainment they are entitled to get."

•

Sir Henry L. French, director general of the British Film Producers Association, was guest of honor at an informal luncheon tendered him at the Harvard Club here yesterday by members of the Motion Picture Association of America.

The luncheon followed the first of a series of conferences between Sir Henry and MPAA executives and department heads slated for both here and in Washington.

One of the guests at the luncheon was Nathan Golden, film chief of the National Production Authority. Those of MPAA present included John G. McCarthy, Fred W. DuVall, Sydney Schreiber, B. Bernard Kreisler, John B. McCullough, Taylor Mills, Michael Linden, Harry Stone and Al Corwin.

•

HOLLYWOOD, Nov. 15.—The Publicists Guild membership will vote Monday night on the acceptance of a new contract with major studios, affording senior publicists a ten per cent raise and other classifications 24 cents per hour.

The completion of negotiations, which were started several weeks ago, was held up by a "misunderstanding" concerning a living-cost escalator clause, now cleared up, which will also be included in the publicists' contract and is expected to become a standard formula. The projected increase raises seniors from $173 to $190 weekly.

String Attached to Stock Bonus Gifts

Washington, Nov. 15.—The Salary Stabilization Board disclosed that it is all right for a company to grant executives and other employes options on the company's stock, providing the option price is at least 95 per cent of the market price at the time the option is granted. If the price to be paid is lower than 95 per cent, the Board said, the arrangement must be approved specifically by the Board in advance.

Sues to Stop Use of 'Movietime' Slogan

The Council of Motion Picture Organizations, Theatre Owners of America, numerous distributors and several New York City theatre circuits, including Brandt, Fabian, Century and Randforce yesterday were named defendants in an injunction action brought in New York Supreme Court by Movietime, Inc., which was incorporated in 1945 as a telephonic film timetable service to the public. The service was information on film theatre programs in the New York Metropolitan area. Filing attorney was D. George Paston.

The complaint asked the court to restrain the defendants from using the slogan "Movietime" or any similar name in their advertising or promotions.

Invited yesterday to comment on the Movietime, Inc., injunction action filed in New York Supreme Court, a spokesman for COMPO said the organization would issue no statement at this time.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring and Introducing
GENE KELLY • LESLIE CARON
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

FARLEY GRANGER
SHELLEY WINTERS
in BEHAVE YOURSELF!
in Person
ROSEMARY CLOONEY
MYRON COHEN
BOBBY BYRNE and his Orch.
STAN FISHER
TIP, TAP & TOE
PARAMOUNT B'way & 43rd St.
Midnight Feature Nightly

JERRY WALD and NORMAN KRASNA
Present
JANE WYMAN in
THE BLUE VEIL
CRITERION B'way & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



THE WORD IS BEING DROPPED

. . . the boys who played "PICKUP" are whispering that Columbia has done it again!

Warners

(*Continued from page* 1)

dom of enterprise."

Warner said, in expressing the appreciation of himself and his brothers for the citation, that the industry's greatest opportunity lies in the future and cited the function motion pictures has in carrying American ideas and ideals to the world.

Lichtman Toastmaster

Al Lichtman, distribution head of 20th Century-Fox, acted as toastmaster for the dinner. The invocation was delivered by Rabbi Julius Mark.

Judge Ferdinand Pecora swore in 93 candidates as members of the Pioneers. Rev. William Alexander of Oklahoma City was one of the featured speakers.

A prayer was said at the banquet for the deceased members of the Pioneers, among them William Alexander, Warner Baxter, Charles Berliner, Dave Black, Ray Brown, Al Christie, Don Hancock, Joseph Hornstein, Jerome Lewis, Louis Lifton, Hardie Meakin, David Palfreyman, Phil Rosen, Samuel R. Wax, Jack Holt, Stanley Hatch, Al Brick, Joe Lee, Pete Wood, Robert J. Flaherty, Edward Darling, Edward L. McEvoy, Leon Errol, Harry K. Hecht, Leo N. Devaney, Don Jacocks, Richard Wallace.

On the Dais

Invited to the banquet dais were the following:

James Grainger, Herman Robbins, Joseph Vogel, Gus Eysell, Judge Pecora, Si Fabian, Rabbi Julius Mark, E. V. Richards, Jr., Jack Alicoate, Frank Folsom, Barney Balaban, Mario Giannini, Al Lichtman, Milton Berle, Adolph Zukor, Nate Blumberg, Ted Curtis, John J. O'Connor, Abel Green, Rev. William H. Alexander, Harry Brandt, Sam Rinzler, Sam Pinanski, Sam Dembrow, Jr. and Mitchell Wolfson.

TOA Plaque

(*Continued from page* 1)

in the motion picture industry for more than 45 years—and this has been an ever-increasing inspiration to the 'family' of our industry. They have been alert to technological and sociological developments to perfect the art of the screen and by their story treatments to enhance the appreciation of American life.

Patriotic Interpretations

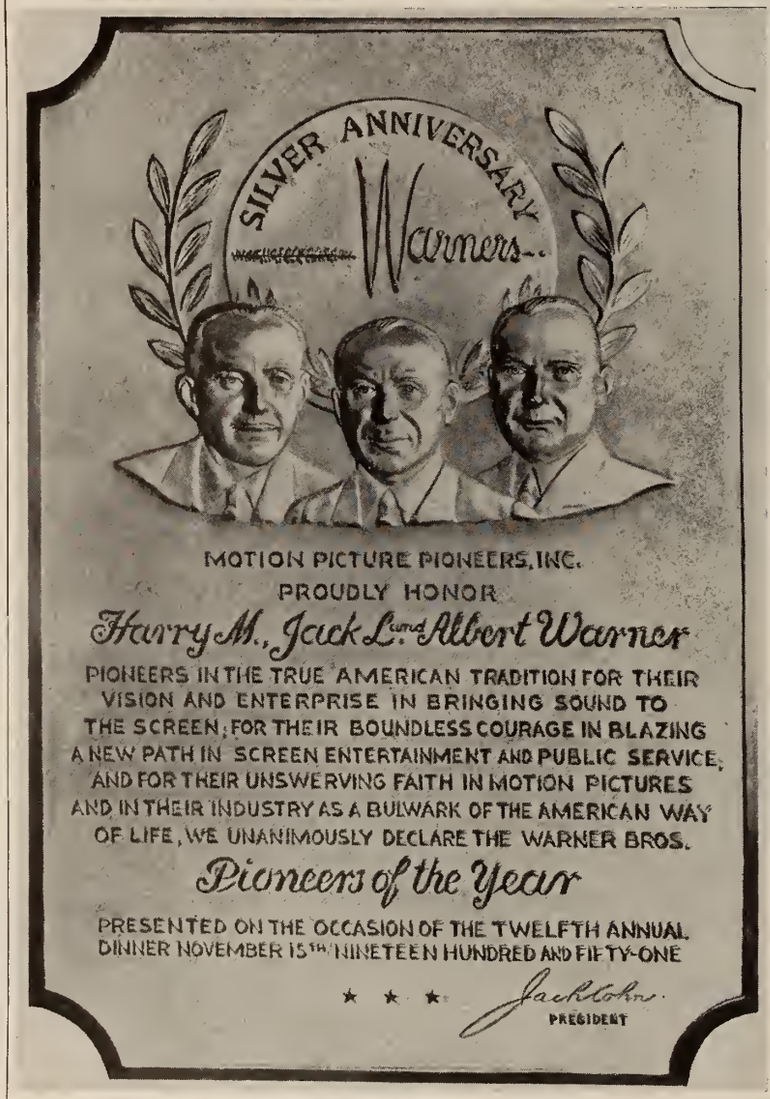
"The Warner brothers have been in the forefront of proving that a well-informed citizen is a right-acting citizen, and their patriotic interpretations of American life have served to generate a greater respect for our democracy at home and abroad.

"TOA, in presenting them with a plaque for their contributions to the motion picture industry, in this Silver Anniversary of sound pictures, wants to say: 'Well done' for the past 25 years and 'well begun' for the next 25!"

Rogers Campaign in K.C.

KANSAS CITY, Nov. 15.—Russell Borg, Warner Brothers branch manager, who is distributor chairman for the Will Rogers Memorial campaign, announced the setting up of a salesman organization for this project with cooperation of branch managers. He also named Nick Sonday of the Uptown as exhibitor chairman.

Plaque to Warners



Federation Group To Meet Monday

The newly-formed vendors committee of the amusement division of the Federation of Jewish Philanthropies of New York will meet here Monday in the offices of the Fabian Theatres, according to a joint announcement by co-chairmen Charles B. Moss and Nat Lapkin.

Members of the vendors committee include: Frank Angotti, Charles Biegel, Ethel C. Black, Jules Catsiff, J. P. Friedhoff, William Friedman, Milton Green, George Hornstein, Stanley Kolbert, Fred Lakeman, Herman R. Maier, Harry Mandel, Harry J. Pear, Evan H. Perkins, Ben Perse, Leslie Schwartz, Robert Schwartz, Max Seligman, Allen G. Smith and Al Streimer.

Over-all chairman of the industry's Federation drive is Emanuel Frisch. Barney Balaban and Si Fabian are co-chairmen.

George Ebeling, 62,

CLEVELAND, Nov. 15.—George A. Ebeling, 62, leading local theatre architect, died here yesterday following a heart attack. He is survived by the widow and three daughters. Burial will be on Saturday.

38 to Aid Rogers 'Christmas Salute'

The Variety Clubs-Will Rogers Memorial Hospital Fund has named through Sam J. Switow, national exhibition chairman of the "Christmas Salute," the following 38 area exhibitor chairmen to make up the national exhibition committee:

ALBANY, S. Ullman; ATLANTA, John Fulton; BALTIMORE, William Meyers; BRADENTON, Frank Bell; BUFFALO, Elmer Lux and Myron Gross; CHICAGO, Jack Rose; CINCINNATI, Rex Carr; DALLAS, John Rowley; DAYTON, Fred Krim; DENVER, Pat McGee; DETROIT, Jim Sharkey and Art Robinson; FT. LAUDERDALE, Dick Ludwig.

Also, HOUSTON, Max Howard; INDIANAPOLIS, B. N. Peterson; JACKSONVILLE, John Crovo; MEMPHIS, Herbert Kohn; MIAMI, Robert Daugherty; MIAMI BEACH, Carl Jamroga; MILWAUKEE, Hugo Vogel; NEW HAVEN, Harry Feinstein; NEW ORLEANS, Abe Beresin; NEW YORK CITY, Harry Brandt and Harold Rinzler; OKLAHOMA CITY, J. C. Hunter; ORLANDO, Vernon Hunter.

Also, PALM BEACH, George Baldwin; PHILADELPHIA, Lou Davidoff and Alfred J. Davis; PITTSBURGH, John Walsh; SALT LAKE CITY, George Smith; ST. LOUIS, Joe Ansell; ST. PETERSBURG, Frank Bell; TAMPA, Walter Lloyd; TOLEDO, Jack Lykes; WASHINGTON, Morton Gerber.

Legion

(*Continued from page* 1)

his 1950-51 report to the annual meeting here of the Catholic Bishops of the United States.

While the moral tone of Hollywood films improved, Bishop Kearney said, "foreign motion pictures continue to be a source of concern." He singled out for "considerable" concern the "announced intention of foreign film producers deliberately to avoid using the facilities and guidance of the Production Code Administration in the distribution of their films in the U. S." He added that "the democratic self-regulatory system instituted by the American industry has been a strong bulwark against much that is immoral and indecent in motion pictures."

The Legion of Decency reviewed 365 feature U. S. films during the last 11 months, Bishop Kearney reported, and classified 136 or 37 per cent as A-1 or morally unobjectionable for general patronage. Another 162 or 44 per cent were classed as suitable for adults, 66 or 18 per cent were called morally objectionable in part, and only one film was condemned.

In contrast, out of 77 foreign featured reviewed, 18 or 25 per cent were found to be objectionable in part and 13 or 17 per cent were condemned.

Noting that several pictures with religious themes were contemplated in the future, the Bishops' Committee pointed out that some of these did not measure up to the standards suitable for such stories. It expressed the hope that all stories dealing with Biblical and religious material "would be treated with the dignity and good taste such subjects require."

The report "stressed the fact that morally bad pictures materially foster forces which are both anti-Christian and anti-American and also contribute substantially to the breakdown of private and public morality."

Bishop Ready Heads Committee on Films

WASHINGTON, Nov. 15. — Bishop Bishop Michael J. Ready of Columbus was named today as the new chairman of the Bishops' Committee on Motion Pictures.

He succeeds the Most Rev. Raymond A. Kearney, Auxiliary Bishop of Brooklyn. Bishop Kearney completed the maximum permissible term of continuous service on the committee and retired. The vacancy on the committee will be filled by Bishop Charles H. Helmsing, Auxiliary of St. Louis. Other members of the committee are Bishop Bryan J. McEntegart of Ogdensburg, N. Y.; Bishop William A. O'Connor of Springfield, Ill.; and Bishop Joseph T. McGucken, Auxiliary of Los Angeles.

Levin to Check on Ads and Concessions

INDIANAPOLIS, Nov. 15. — Jack H. Levin Associates, concluding a three-day meeting here of district representatives, reports the start of several surveys throughout the U. S., beginning with a study of some 300 key newspapers which will have a bearing on the disposition and format of theatre advertising.

ATOI Meet Closes; Hits 'Clearance By Subterfuge'

INDIANAPOLIS, Nov. 15.—A resolution condemning "clearance by subterfuge" was passed by the Allied Theatre Owners of Indiana in the closing session of their Silver Anniversary convention at the Hotel Lincoln here today.

It protested what it said was the practice of distributors in forcing some theatres into sub-run positions by claiming unavailability of prints and called on them to provide sufficient prints to serve all theatres normally playing a film on the same day and date.

Other resolutions objected to blind checking in flat rental cases without notification of the exhibitor immediately thereafter to eliminate disagreements and advised "a realistic position in regard to film prices and adjustments in view of current box office receipts, particularly in distressed situations."

The meeting voted approval of inclusive arbitrations and all other resolutions passed by the National Allied convention.

Rembusch Says No Date Set For Arbitration Meet

INDIANAPOLIS, Nov. 15.—Trueman Rembusch, head of Allied Theatre Owners of Indiana, stated at their Silver Anniversary meet here that no date had yet been set for the arbitration meeting with distributors, and that it probably won't happen for a month.

Agenda Set for W. Pa. Allied Convention

PITTSBURGH, Nov. 15. — Plans for the 31st annual convention of Allied Motion Picture Theatre Owners of Western Pennsylvania have been completed, reports convention chairman Dave Hadburg. The meetings will be held Monday and Tuesday, Nov. 26 and 27 in the William Penn Hotel. The first day's meetings will be preceded by a lunch to which all of Film Row is invited.

Monday's meetings will be highlighted by talks featuring Max Youngstein, United Artists; Jerry Pickman, Paramount; Dan Terrell, M-G-M, and Jack Jackson, National Screen Service. They are expected to tell what their respective companies are doing in the way of national and local selling and how they are helping exhibitors.

Illinois Allied Okays Arbitration

CHICAGO, Nov. 15.—The board of directors of Illinois Allied has unanimously approved the proposal for establishment of an all-inclusive arbitration system for the industry as recommended by the recent Allied States national convention in New York.

Jack Kirsch, president of Illinois Allied, introduced the arbitration proposal at the national convention and is one of the national committee members appointed by Trueman Rembusch, Allied States president, to confer with distributors on the proposal.

Canada Escapes Price Controls

Ottawa, Nov. 15.—Canadian motion picture theatres will not be affected by price controls, for the time being anyhow, since the Canadian Parliament has rejected by an overwhelming majority of 116 to 19 a proposal to introduce controls in Canada to halt the rising cost of living.

Rank Asks Check On CEA Secretary

LONDON, Nov. 15. — Proposals for revisions of the constitution of Cinematograph Exhibitors Association which would drastically limit the authority of its secretary have been proposed by J. Arthur Rank as one of the conditions for the return of his theatres to CEA membership.

This was revealed today following the return of Harry Mears, CEA president, from a conference with Rank at Bournemouth, where the latter's theatre managers are in convention. CEA appointed a committee of independent and circuit representatives to examine Rank's proposals, which are aimed at the authority of W. R. Fuller, CEA general secretary, whom Rank interests have accused of favoring independents over circuits in efforts to obtain admission tax relief.

Any amendment to the CEA constitution requires the approval of the entire association. Presumably, no final action could be taken in that respect prior to the annual meeting next March.

Loew's Executives to 6 'Quo Vadis' Dates

Several Loew's Theatres executives will leave here Monday to be present Tuesday night at pre-release premieres of M-G-M's "Quo Vadis." Joseph R. Vogel will attend the Cleveland opening at Loew's Stillman. Oscar A. Doob will fly to St. Louis to cover the Loew's State unveiling in that city. John Murphy will go to Atlanta. Ernest Emerling will go to Memphis, for the premiere there. Dan Terrell will cover the Pittsburgh opening. M-G-M executives from the Coast studio, including Howard Strickling, publicity director, will attend the San Francisco showing.

Ohio Allied Unit

(*Continued from page* 1)

ois and of Connecticut. The 16 applications received prior to Ohio's had been in for some time.

When the national Allied convention was held here the latter part of last month, Abram F. Myers, Allied board chairman and general counsel, indicated the Ohio, Illinois and Connecticut applications could be expected in the near future.

Gigi Perreau Party

Gigi Perreau, new Universal star, will launch a nationwide personal appearance tour here Nov. 23 at an adults and children's party in the Rainbow Room, at which Universal will be host.

TOA Plan

(*Continued from page* 1)

ing at the Hotel Astor here of the TOA executive committee. Further discussion of that subject as well as an examination of prospects for the establishment of an industrywide arbitration system will be undertaken by the executive committee today, he said.

The committee will meet today during the first TOA regional convention at the Hotel Astor which is expected to be attended by some 70 exhibitors and circuit owners from the New England and Middle Atlantic states. The executive group found it impossible to dispose of all of the business that was on the agenda of its scheduled one-day meeting yesterday.

Sullivan reported that if it is learned at the six forthcoming TOA grievance panel meetings in various sections of the country that there are trade practice complaints that are strictly individual or local in character, the aggrieved exhibitors will be given the benefit of the advice of other TOA members who have had similar experiences. He emphasized, however, that this was a plan which so far had not gone beyond the discussion stage. The first TOA grievance panel will be conducted in Charlotte on Nov. 20.

The executive committee meeting, which was presided over by S. H. Fabian, executive committee chairman, set the 1952 TOA convention dates for Sept. 14-18 at the Shoreham Hotel, Washington, D. C. Julian Brylawski will be convention chairman, and Morton Thalhimer and Sidney Lust will be co-chairmen.

The executive group voted to hold the TOA mid-winter board meeting in Los Angeles on Jan. 28-30.

Walter Reade, Jr., was named chairman of a committee which will endeavor to arrange with the Theatre Equipment Supply Manufacturers Association and the Theatre Equipment Dealers Association for a convention trade show co-sponsored by those organizations and TOA.

Sullivan's proposal for establishing in TOA associate memberships and training schools for exhibitor personnel was approved by the executive committee.

The group also voted approval of a Council of Motion Picture Organizations plan to provide a one-reel trailer to assist the Army in recruiting WACs and WAVEs. David O. Selznick would produce the trailer.

The meeting named TOA president Mitchell Wolfson to represent the organization on the next COMPO seminar panel.

It was reported by Sullivan that COMPO will be invited by TOA to enlist the membership of TOA regionals which have not yet applied for membership in the all-industry agency.

Loew's Decree Now Due by Dec. 15

WASHINGTON, Nov. 15.—The Justice Department has agreed to another month's extension—until Dec. 15—in the deadline for Loew's to file its divorcement plan with the New York Statutory Court.

Sharp Cut in Steel For Film Industry

Washington, Nov. 15.—The National Production Authority's film division got an allotment of only 27.1 per cent of the structural steel it requested for the first quarter of 1952, a breakdown made public by the Defense Production Administration discloses.

The film division asked for 336 tons of structural steel and got 91 tons. The heavy steel is used for new construction, repair of existing facilities, and other purposes.

Spain Refuses

(*Continued from page* 1)

American government representatives.

It is reported also that the MPAA will not send a delegation to Spain to discuss an agreement. It is expected, however, that the MPAA and the Society of Independent Motion Picture Producers officials will attempt to work out in New York a formula for an agreement which would be transmitted to the Spanish government for its approval.

John G. McCarthy, MPAA vice-president, recently returned to the U. S. from Spain with the basis of an agreement. Meetings in New York between MPAA and SIMPP officials have been held with a view to bringing the basis into line with advantages which SIMPP is seeking, but which were not included in the formula McCarthy arrived at here.





... AND NOW THE CROWDS* ARE BACK THANKS TO "GOLDEN GIRL"

Technicolor

*8 A.M. Day after opening, Fox Theatre, San Francisco



It's one gold strike after another thanks to

"ANNE OF THE INDIES" Technicolor

"DAVID AND BATHSHEBA" Technicolor

"THE DESERT FOX"

"THE DAY THE EARTH STOOD STILL"

"MEET ME AFTER THE SHOW" Technicolor

"PEOPLE WILL TALK"

"TAKE CARE OF MY LITTLE GIRL" Technicolor

"LET'S MAKE IT LEGAL"

20th Century-Fox's Shining New Star

MITZI GAYNOR

hits the screen in "GOLDEN GIRL" Technicolor

The Wonderful New Face You Asked For-



BUILD HER! SELL HER!

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

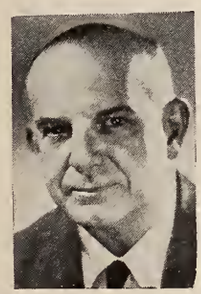
AIR MAIL EDITION

VOL. 70. NO. 97 NEW YORK, U. S. A., MONDAY, NOVEMBER 19, 1951 TEN CENTS

$15,000,000 For Product In '52: Yates

Aiming for Top Talent, He Tells Coast Group

HOLLYWOOD, Nov. 18.—Republic has earmarked over $15,000,000 for production for theatres during the next 12 months, company president Herbert J. Yates told studio executives at the weekend.



Herbert J. Yates

Yates reaffirmed his faith in the future of the industry when he told his production aides, "Enthusiasm is the lifeblood of our business. I have always prided myself in being an optimist and I am backing this optimism with the greatest appropriation of production dollars since

(Continued on page 12)

Present Board of RKO Pictures Is Up for Re-election

The re-election of the present five-man board of directors of RKO Pictures Corp. is proposed in a proxy statement prepared by management for the Dec. 5 annual meeting of stockholders in Dover, Del., the first such meeting since the divorcement of the picture and theatre companies last January.

The nominees are: Ned E. Depinet,

(Continued on page 12)

3 Warner Brothers Get TOA Plaque

The Theatre Owners of America on Friday presented a silver plaque to the Warner brothers, Harry M., Jack L., and Albert, on the occasion of Warner Brothers "Silver Anniversary of Talking Pictures." The presentation was made by TOA President Mitchell Wolfson in a brief ceremony at the Warner home office here.

The inscription on the plaque reads:

(Continued on page 14)

Para. Earns $1,373,000

Consolidated earnings of Paramount Pictures Corp. for the third quarter ended Sept. 29, 1951 are estimated at $1,373,000 after provision for taxes. This compares with earnings of $1,745,000 for the quarter ended Sept. 30, 1950.

This year's third quarter earnings represent 60 cents per share on the 2,302,125 shares outstanding.

Consolidated earnings for the nine months ended Sept. 29 are estimated at $4,205,000, equal to $1.83 per share. In 1950, the consolidated earnings for the first nine months were estimated at $4,571,000, which is at the rate of $1.75 per share.

The consolidated earnings reported do not include Paramount's share of net undistributed earnings of partially owned non-consolidated subsidiaries. Such share amounts to $183,000 for

(Continued on page 12)

Rank's Davis to Eye Decca-'U' Prospects

A complete canvass of the Universal stock acquisitions by Decca Records together with a study of the future implications of Decca's ownership of sufficient stock to give it effective control of Universal is expected to be made with the scheduled arrival here from London today of John Davis, managing director of the J. Arthur Rank Organization, and Ronald G. Leach, financial adviser to the Rank Organization.

Davis and Leach will be here until the end of the week when their sched-

(Continued on page 14)

Expect 500 At Carolina Meet

Atlanta, Nov. 18.—Some 500 are expected at the annual meeting of the Theatre Owners Association of North and South Carolina at the Charlotte Hotel which opened today and will run through Tuesday, it was announced by Mrs. Walter Griffith, executive secretary. Among those on the program are Gael Sullivan, Herman Levy, Alfred Star, Walter Vincent, Everett Olsen and Ray G. Colvin. Fuller Sams, Jr. will preside.

The national TOA regional seminar on grievances will be held on Tuesday.

Want Compo Chiefs To Stay in Office

The Council of Motion Picture Organizations' nominating committee was indicated at the weekend to be intent on seeking the continuance in office for another year of both Ned E. Depinet, COMPO president, and Arthur L. Mayer, executive vice-president. The committee met for the first time last week. Jack Alicoate is its chairman.

A COMPO executive committee meeting at which officers for the coming year will be elected is slated to be held in New York early next month. A definite date is due to be set for the meeting when the nominating committee has completed its selections. Mayer, it is said, has not budged from his announced intention

(Continued on page 12)

TOA Meeting Hits 'Rigid' Selling Terms

Wolfson Cites 'Ignoring' Of Local Conditions

Theatre Owners of America's first regional meeting, held on Friday at the Hotel Astor here, formulated plans for combatting what Mitchell Wolfson, TOA president, termed "the practice of a single national sales policy being imposed on every exchange area without regard to local economic and purchasing problems."

These plans, in part, call for a survey of communities in the State of Virginia by a national research agency, to determine if prevailing admission prices are equitable, and if exploitation techniques and other forms of promotional activity measure up to the demands of the times.

Wolfson, in a statement to the press during the one-day meeting's luncheon recess, declared that the practice he cited represented "one of the biggest

(Continued on page 12)

TOA Sets Route For Handling Trade Grievances

A system for routing trade practice grievances in the field into Theatre Owners of America headquarters here was established at the organization's New York regional meeting on Friday.

It was voted that the chairmen of the six TOA regionals each shall appoint as many committees of three exhibitors as there are exchange cen-

(Continued on page 12)

Back CD, TOA Will Urge the Industry

Calling on the delegates at the Theatre Owners of America's New York regional meeting at the Hotel Astor here on Friday to spearhead an all-out campaign to arouse public interest in the Civilian Defense program, Albert Pickus of Stratford, Conn., urged the production of informational films for public instruction. Pickus, a member of the TOA ex-

(Continued on page 12)

TOA Favors 'Inexpensive And Efficient' Arbitration

Theatre Owners of America reiterated at the weekend its desire to see established "an efficient, inexpensive" system of industry arbitration. Its position in this respect was outlined by Herman M. Levy, TOA general counsel, following the New York TOA regional meeting at the Hotel Astor here.

An outline of the history and achievements of arbitration was presented to the meeting by Wesley A. Sturges, Dean of the Yale Law School, who is also chairman of the board of the American Arbitration Association.

"TOA," said Levy, "is now, as it and its predecessors have been, in favor of an industry system of arbitration operated on an efficient, inexpensive basis. It is still willing at any

(Continued on page 12)

Mary Pickford to Return to Films

Mary Pickford will return to the screen for the first time in 19 years, having signed a contract with Stanley Kramer to appear in one picture, "The Library," written by Daniel Taradash and Elick Moll. Rehearsals will start late this year. Her last picture was "Secrets," in 1933, distributed by United Artists, of which Miss Pickford is part owner.

Ticket Prices Drop for the Second Time

WASHINGTON, Nov. 18.—Motion picture admission prices in large cities fell slightly during the third quarter, dropping for the second consecutive three months period, after having hit an all-time high at the end of March, the Bureau of Labor reveals.

Children's admission prices, which hit a post-war low during the second quarter at 49 per cent above the 1935-39 base period, fell still further to 47.8 per cent above the base period, the Bureau reported.

The index for adult admission prices also fell, but only a fraction. At the end of the second quarter the index was 75.9 per cent above the base figure, and at the end of the third quarter it was 75.8 per cent above. This is well below the 78.0 per cent at the end of the first quarter, but still the third highest figure on record. All three highs are for the quarters of the current year.

As a result of the drops in the two indices, the combined adult-child index fell from the June figure of 72.3 per cent above the average to 72.1 per cent above. The March figure was 75.1 per cent above the 1935-39 level.

The Bureau collects price figures each quarter in 18 large cities and weighs the figures to be representative of price trends in the 34 largest cities.

DuMont TV Sales Show Sharp Drop

A sharp decline in the sale of television set receivers for the first 10 months of 1951 is noted in a message to stockholders distributed by the management of Allen B. DuMont Laboratories, Inc. The statement shows sales for the 40-week period at $37,537,000, compared to $52,273,000 in 1950.

The sales decline in TV sets was attributed to government credit restrictions, the new 10 per cent excise tax, the current industry fight over color TV and the Federal Communications Commission's proposal to unfreeze the Ultra High Frequency band for TV broadcasting. The net loss for the period was put at $319,547.

Two-Day 'Telethon' Of Stars for UCP

Stars of motion pictures, television, stage and radio will appear in behalf of the United Cerebral Palsy drive on station WJZ-TV in a two-day, 14-hour "telethon" entitled "Celebrity Parade for Cerebral Palsy." Going on the air at nine P. M. EST, Saturday, Dec. 8, the show will continue through 11 A. M. the next day with a steady parade of celebrities. The show will serve to help raise funds for UCP in the New York area.

Personal Mention

B. G. KRANZE, executive assistant to WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, left here yesterday for Chicago, Pittsburgh, Detroit, Cleveland and Indianapolis.

•

LAWRENCE WEINGARTEN, producer and M-G-M studio executive, is due here from the Coast Thursday with his wife for a 10-day visit.

•

ANN MAYO has been appointed office manager and head booker of the Lippert branch office in Jacksonville, Fla., which will open about Jan. 1.

•

ARTHUR C. BROMBERG, president of Monogram Southern exchanges, is back in Atlanta from the Coast.

•

At LEWIN, producer, left here yesterday for the Coast.

DAVID LIPTON, Universal vice-president in charge of advertising-publicity, left here for the Coast on Friday.

•

HAROLD FIELD, president of Pioneer Theatres, St Louis Park, Minn., is visiting here. DANIEL E. FIELD, secretary-treasurer of the company, left here for Hollywood last night.

•

EDGAR LYNCH, manager of the Roger Sherman Theatre, New Haven, for the past nine years, and with the Warner circuit for more than 20 years, has resigned from active duty.

•

ELLIS G. ARNALL, president of SIMPP, left here over the weekend for Atlanta.

•

JOHN HUSTON, director, arrived in New York from London yesterday.

Suit Against Two Salesmen Dropped By Center Theatre

WASHINGTON, Nov. 18.—Litigation between the Center Theatre, Centerville, Md., and two theatre-owning film salesmen has been settled out of court.

The Center brought a $150,000 damage and injunction suit against Paramount, 20th Century-Fox, Columbia, RKO and Charles Wingfield and F. B. Klein. Klein, a 20th-Fox salesman, and Wingfield, a Columbia salesman, operated theatres in Church Hill and Chestertown, Md., and the Center charged a conspiracy to give them a monopoly of first-run product. In Feb., 1950, the distributors agreed to give equal availability to five towns on Maryland's Eastern shore, and the Center dismissed its suit against them, although continuing its damage suit against Wingfield and Klein.

The latter then filed a counter suit against Paramount, 20th-Fox, RKO and the Center, charging an illegal agreement and seeking $90,000 damages, plus an injunction.

In an agreement reached at the weekend, the Center agreed to dismiss its damage suit against Wingfield and Klein, while the latter dismissed its charges against the Center. Wingfield and Klein are still negotiating their case against the distributors, but a settlement of this is also expected shortly.

United Artists Gets Another Picture

"Red Planet," a new science-film, to be produced as the first of a series by Anthony Veiller and Donald Hyde, has been acquired for release by United Artists for 1952, it was announced by Arthur B. Krim, U. A. president.

"Red Planet," based on a play by John H. Hoare and John Lloyd Balderston, will be directed by Harry Horner, director-designer.

Eric Johnston Urges Industry to Lend Executives to Gov't

WASHINGTON, Nov. 18.—Motion Picture Association of America president Eric Johnston said the motion picture industry should be thanked for having loaned him to the government to serve as Economic Stabilizer.

In a swan-song press conference Friday as Economic Stabilizer, Johnston remarked on the difficulty of getting businesses to loan executives to the government for service in the defense effort. He said he wanted to pay tribute to the Motion Picture Association for granting him a leave of absence for 10 months, and expressed the feeling that other industries should be "as unselfish."

Johnston will quit as Stabilizer on Nov. 30. He will probably return to the MPAA the following Monday, on Dec. 3. MPAA information chief Kenneth Clark, Johnston's secretaries, Merrie Smith and Mary Danziger and Clark's secretary will also be back at MPAA then.

'Detective' Heads Four Top Grosses

Field reports indicate that Paramount's "Detective Story" is heading for top grosses throughout the country.

In Boston, the opening week gross at the Metropolitan Theatre was a big $30,000 and in Seattle, a sizable $14,500 for the initial seven days was reported for the Paramount Theatre. In Providence, the film scored $6,000 in the first two days of its engagement at the Strand Theatre, the largest gross at the house in the last five years. While in Beverly Hills, at the Fox-Wilshire Theatre the second and third week grosses were $14,000 and $11,400, respectively.

Newsreel Parade

THE disclosure of the Red Korean atrocities and the Civil Defense drill in New York are currently highlighted. Other items include politics, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 93 — World shocked by Red murder of prisoners. Wyoming train wreck kills 18. Midwest tornado. Michigan auto crash leaves 11 orphaned. Danny Kaye in Korea. Atomic air test. Beard show. Horseracing.

NEWS OF THE DAY, No. 223—New York tests Civil Defense. Report of mass murders by Reds shocks U.S. Korea air battles. Beach fashions for 1952. MacArthur cheers Korea vets. Warren's hat in ring. Wyoming train wreck. Women answer call to service.

PARAMOUNT NEWS, No. 26 — Korea atrocity disclosures shock nation. Gov. Warren's hat in the ring. The Greenback Party. Swim fashions for 1952. Millionth "D.P." arrives here. New York Civil Defense drill.

TELENEWS DIGEST, No. 46-B—Korea report. Suez crisis. Eden blasts Vishinsky. Truce talks. Truman on vacation. Wyoming streamliner crash. Tokyo union demonstration. Pakistan Prime Minister takes over. A-Bomb drill fashions.

UNIVERSAL NEWS, No. 509 — Korean atrocities shock the nation. UN Assembly meet in Paris. Simulated A-Bomb attack. Gov. Warren's hat in the ring. "G. I. Jane" joins up. Frankie and Ava step out. Grid thrills.

WARNER PATHE NEWS, No. 28—New York in A-bomb test. Reveals Red atrocities in Korea. Gov. Warren says he is a candidate too. The 28th Division sails. MacArthur greets vets from Korea. Elizabeth and Philip sail for Britain. Fashions.

Forman Expanding Coast Properties

SPOKANE, Nov. 18.—Forman Theatres of Seattle, headed by William Forman, has purchased an interest in the Autovue outdoor theatre, and later plans a new super-drive-in to accommodate 1,000 to 1,500 cars. Cyrus Young and Raymond L. Strawick, heads of the Autovue firm, and Forman made the disclosure.

Forman Theatres is said to be the largest operators of drive-in theatres on the Pacific Coast. Associated with the Ted Gamble theatre interests, which have headquarters in Portland the Forman company operates both indoor and outdoor theatres in most of the principal cities in Washington and Oregon, with a number of drive-ins in California.

James O'Connell, for many years executive of Evergreen Theatres in Eugene, Portland, Spokane and Seattle, is now associated with Forman as city manager of three theatres in Salem, Ore.

Religious Film for TV

ALBANY, N. Y., Nov. 18. — Family Rosary Crusade officers here announced that an hour filmed television show, "That I May See," with Ruth Hussey, Jeffrey Lynn, Regis Toomey, Nelson Leigh and others, will be presented over ABC, CBS, Du Mont and NBC networks this week, under the direction of Rev. Patrick Peyton.

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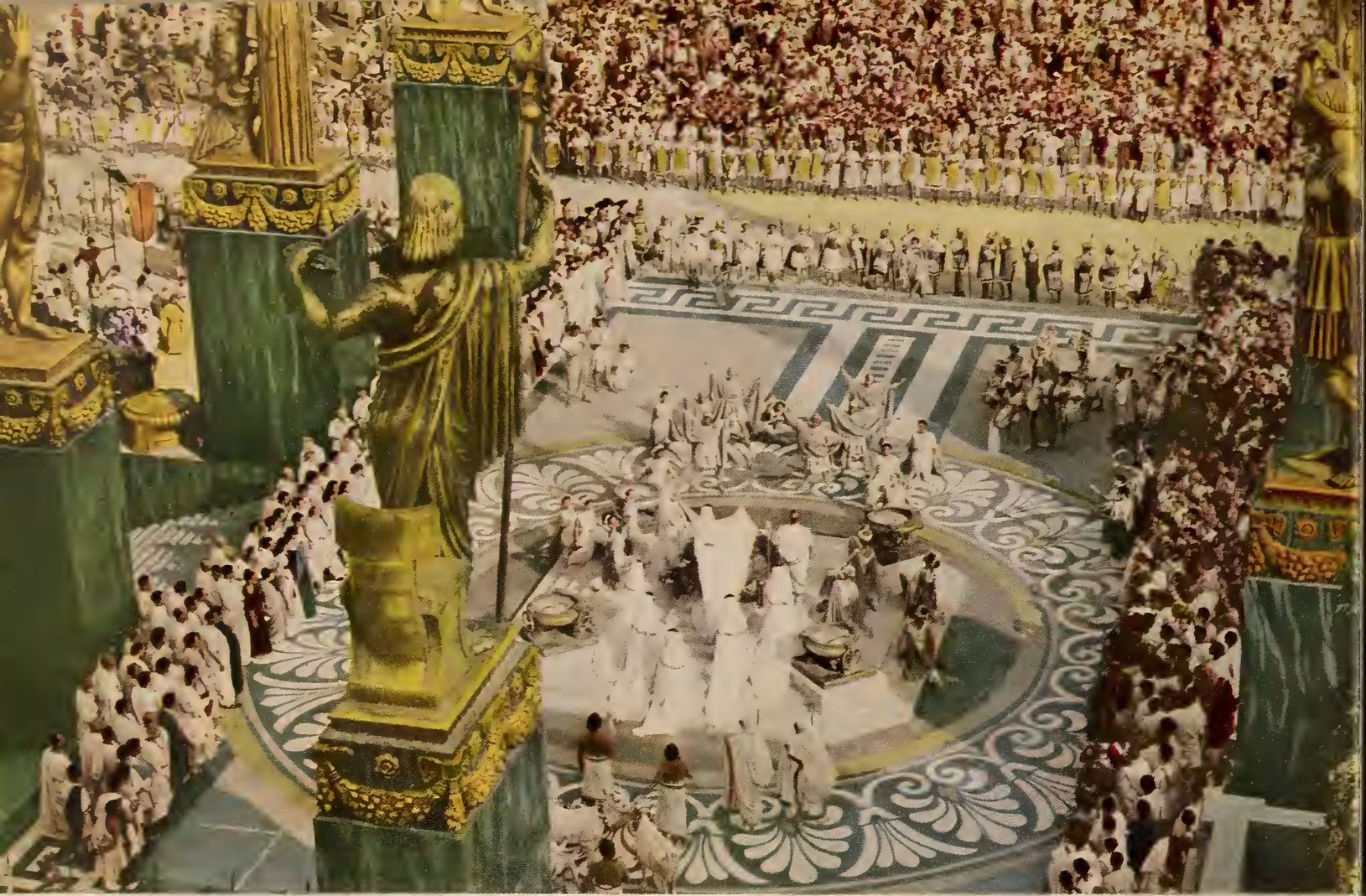
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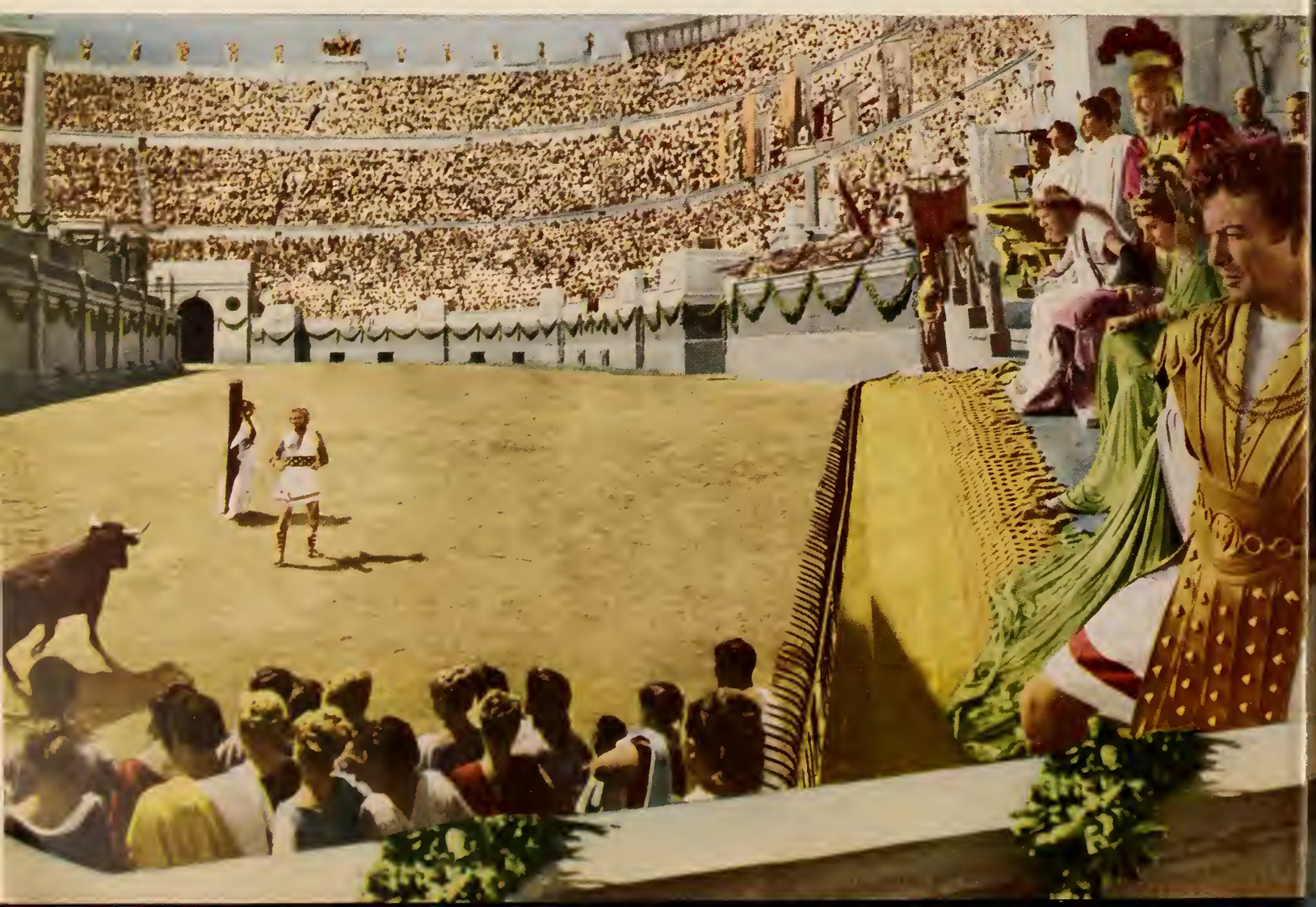
THE SALES PLAN FOR M-G-M's

QUO VADIS

THE GREATEST MOTION PICTURE OF ALL TIME







THE unusual position in which we find ourselves in the preparation of a merchandising policy for this great picture prompts us to adopt this method of acquainting our customers with the problems confronting us.

QUO VADIS has been produced at a cost in excess of any picture ever before made. It has an actual production cost of more than seven million dollars. This does not include print cost or advertising cost. At the time it is ready for a pre-release market, we estimate that our investment will be some millions more. So costly a production is indeed unheard of in the history of this industry. It is clear to all who understand our business that with the customary methods of distribution, and at regular admission prices, there could not be a chance for us to recoup our investment, much less to earn a profit or produce an appropriate profit for the exhibitors.

Inasmuch as no picture has ever developed the large revenue at regular prices which it would be necessary to achieve in order to pay for such a production, we cannot reasonably expect that under the present market conditions we could do so now.

In view of the restrictions under which we are operating, there is no course but to pre-release this great production on a competitive bidding basis for first run showings in suitable theatres. We have every right to believe we have a most outstanding picture. In fact, as has been stated by those expert showmen who have seen this production, it eclipses anything ever produced.

QUO VADIS will be trade shown in theatres and not in projection rooms. We hope and expect to have a large attendance of theatre owners at all trade shows.

We are fully conscious of the existing Court Decree to which we are subject. We cannot and will not have anything to do with the fixing or determination of admission prices; they will be decided by the theatre operators and no one else. Our entire selling organization understands their responsibilities in this respect. Should any exhibitor at any time have reason to believe that this policy is not followed, we urge upon him to make the facts known to the Sales Head of our organization.

In New York City and Los Angeles we have arranged for special simultaneous exhibitions in two theatres in each city—one on a reserved and the other on a continuous policy. We intend to avail ourselves of the Loew's Theatres for test engagements, so that the exhibitors of the country may be informed of the public reaction to this picture. Because of the unique quality of the picture, we believe that this information will be helpful in acquainting exhibitors throughout the country with its potentialities.



For the immediate future we intend to confine the pre-release first run of QUO VADIS to localities of approximately 100,000 population or more. We shall welcome bids from those exhibitors located in these situations of over 100,000 population who desire to exhibit QUO VADIS first run — such offers to include:

A. Name of the theatre and operator.

B. Guarantee (dollars) to distributor as its minimum share for entire engagement.

C. Participating terms.

D. Minimum length of run guaranteed.

E. A holdover control figure to determine the continuance of the engagement beyond the minimum run guaranteed.



The Illustration For One Of The 24-Sheet Posters That Showmen Will Spread Across The Nation

F. Admission price exhibitor plans to charge exclusive of any admission taxes.

G. We, as the distributor, will handle and pay for all advertising for pre-opening and first week exclusive of lobby displays, marquee and outdoor advertising. Offer shall state the amount to be spent by exhibitor for second and following weeks of engagement weekly.

In connection with the above offer, the following conditions apply:

1. QUO VADIS is not to be played as part of a double feature program.

2. The run granted will be specified; no specific clearance will be granted.

3. Our right to reject all offers is reserved.

The sole purpose in asking for admission prices which the exhibitor intends to charge is to enable us to evaluate the offers received and thus award the picture on the basis of the best bid. Any offer which contains a participation in the gross receipts requires an estimate of such receipts for proper appraisal. This estimate, of course, necessitates a knowledge of the admission prices prevailing during the engagement. The failure to include proposed admission prices in an offer will not disqualify the bid, but their inclusion will enable us better to evaluate the bids.

As rapidly as arrangements are completed for the showing of the picture (which has a running time of approximately three hours) in the situations described above, additional localities will be selected, probably larger in number, where also the same procedure will be followed. After these have been completed, other localities will then be selected and the same procedure again will follow.

At some point during the course of the playing-off of QUO VADIS in these selected communities, after sufficient experience has been had, arrangements will be made to make the picture available for second run showing in the places where it has already played first run.

In the smaller communities, it is likely that the possibilities will be exhausted following the second run. In the larger situations, a city will be divided into a number of areas. Theatres located within each area will have an opportunity to bid for this particular run. The theatre winning the bid will have clearance against all other theatres in that particular area. Subsequently, similar provisions will be made for the next run in each of these areas, so that eventually every theatre which is interested will have an opportunity to present this picture.

In the near future we will advise theatre owners when the picture will be available for booking and when bids will be considered.

LOEW'S INC.



PRINTED IN U.S.A.

THE PRINCIPAL PLAYERS IN M-G-M's "QUO VADIS"



Deborah Kerr is the beautiful Lygia, daughter of a king, beloved hostage of Rome who is treated as a daughter rather than a captive.



Peter Ustinov, Russian-born British actor, portrays the decadent Emperor Nero whose vanity and wickedness are appalling!



Robert Taylor is Marcus Vinicius, Rome's finest soldier, faithful to Nero until he saw that the mad emperor's course meant ruin.



Buddy Baer is the giant Ursus, faithful slave and servant to Lygia, who conquers giants and slays a maddened bull in her defense.



Marina Berti, Italian actress of rarest beauty is Eunice, slave girl who rejects Robert Taylor to stay with Petronius whom she loves.



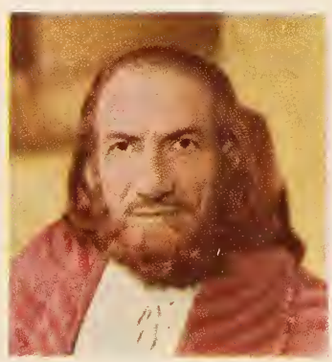
Petronius, Nero's dictator of elegance, is played by British Actor Leo Genn who subtly reveals the vanities and weakness of Nero.



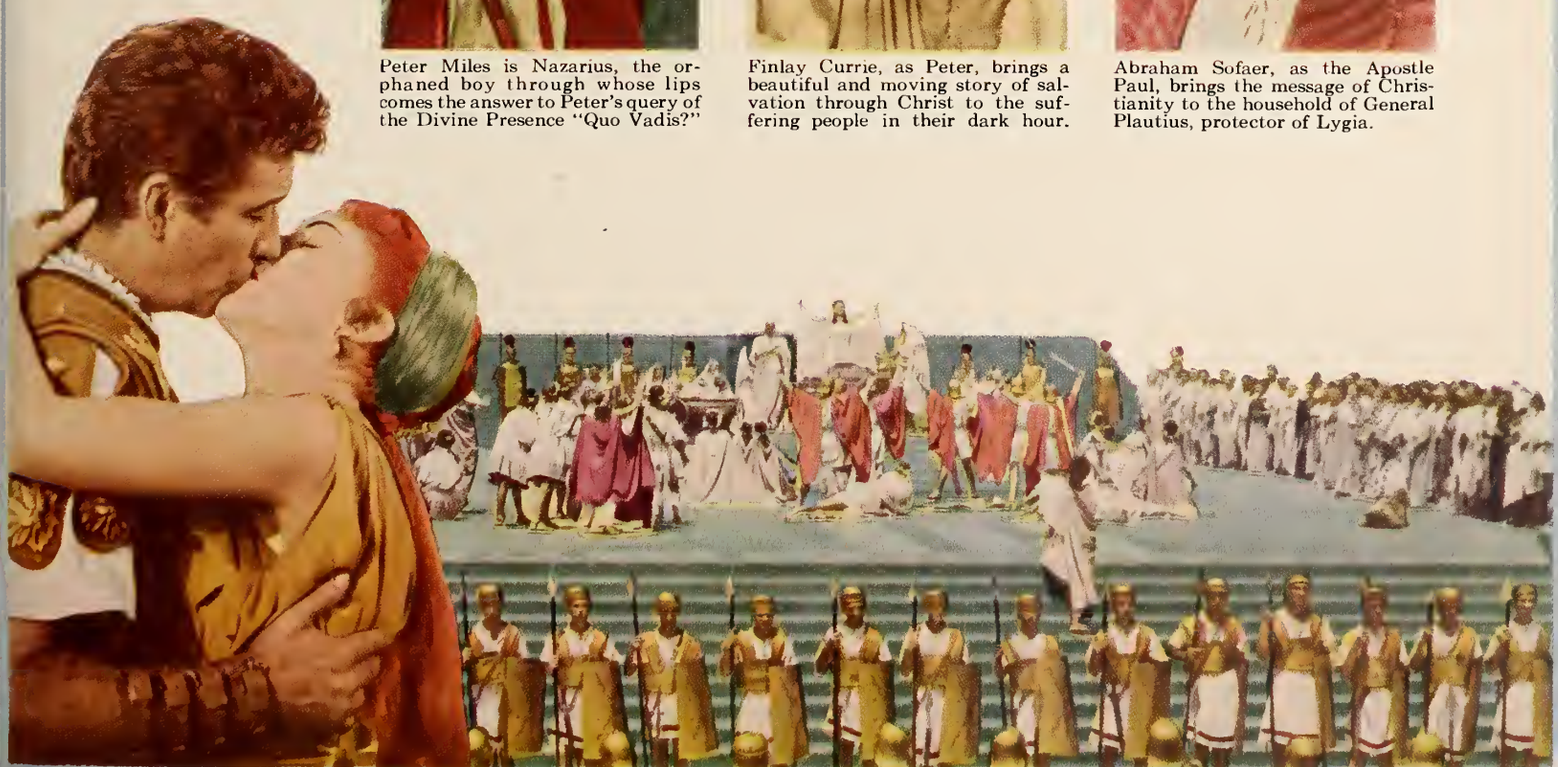
Peter Miles is Nazarius, the orphaned boy through whose lips comes the answer to Peter's query of the Divine Presence "Quo Vadis?"



Finlay Currie, as Peter, brings a beautiful and moving story of salvation through Christ to the suffering people in their dark hour.



Abraham Sofaer, as the Apostle Paul, brings the message of Christianity to the household of General Plautius, protector of Lygia.





M-G-M
presents

QUO VADIS

Starring

ROBERT TAYLOR · DEBORAH KERR

LEO GENN
and
PETER USTINOV

Color by
TECHNICOLOR

Screen Play by
JOHN LEE MAHIN
S. N. BEHRMAN SONYA LEVIEN

Based on the Novel by
Henryk Sienkiewicz

Directed by
MERVYN LeROY

Produced by
SAM ZIMBALIST

A Metro-Goldwyn-Mayer Picture

Motion Picture Daily Feature Reviews

"Westward the Women"

(Metro-Goldwyn-Mayer)

A LARGE-SCALE Western in which the women are the heroic figures is an unequivocal departure from formula. "Westward the Women" goes back to the frontier days to relate the story of some 200 women who went on a hazardous wagon trip from Chicago to California to find husbands. In the 118 minutes running time the picture crowds in many a surprise and much excitement. At times, however, the picture falls into a reiterative pattern which suggests the wisdom of sharper editing. There are enough exploitable angles in the picture, however, to make it attractive to almost any showman.

Robert Taylor plays the sinewy, veteran scout who undertakes to herd the cargo of potential wives to the California Valley where the men settlers would like to build permanent homes and raise families. For the most part the picture recounts the incidents along the trip, including such terrors as storms, Indian attacks, sudden death, accidents, not to mention an unending series of arguments and battles among the women. Something of the personal lives of the women is sketched dramatically. Among those involved is Denise Darcel, an attractive French girl, who first starts out feuding violently with Taylor, but as the story runs its course she shows considerable love for him and vice versa.

Others in the cast are John McIntire, owner of the Valley, who is killed in an Indian attack; Henry Nakamura, Oriental cook and a dynamo of energy, and Julie Bishop, Hope Emerson, Beverly Dennis, Renata Vanni, Marilyn Erskine and Lenore Lonergan, all passengers.

The women finally prove themselves a hardy breed, standing up to every challenge the trip has to offer. To be sure, however, when they reach their destination their number is considerably lessened.

William A. Wellman directed and Dore Schary produced, from Charles Schnee's screenplay from a story by Frank Capra.

Running time, 118 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

"F. B. I. Girl"

(Lippert) *Hollywood, Nov.* 18

AN EXPERTLY PLOTTED PICTURE packed with suspense and action has resulted from a well-written screenplay by Richard Landau and Dwight Babcock, and effective character portrayals by stars Cesar Romero, George Brent, Audrey Totter, and members of the supporting cast. Skillfully directed by William Berke, who also produced, with the assistance of Jack Leewood, this film should provide a full measure of enjoyment for patrons who like keep-'em-on-the-edge-of-their-seats film fare.

Based on a story by Rupert Hughes, and inspired by the recent government crime investigations, the picture opens with a documentary introduction to the Federal Bureau of Investigation by Romero who explains how important to the prevention of crime is the fingerprint file of the Bureau's division of identification. It is for the want of a card out of these files that prompts Governor Owen Brisby, played by Raymond Greenleaf, to bare his past criminal life to his Washington representative, Blake, (Raymond Burr) a character as sinster as they come. Motivated by a fear that an impending investigation of corruption in his state by a Senate Crime Committee might lead to his eventual arrest and consequent fingerprinting, the Governor prevails upon henchman Blake, to steal the identification card out of the FBI files. The card would identify him as John Williams, a murderer of 20 years ago. The machinations of Blake implicates two FBI employes, one of whom loses her life to uphold her trust. Aided by two agents of the department, Romero and Brent, the other employee, Audrey Totter, through a series of exciting and suspenseful events, including murder and intrigue, uncover the plot to steal the fingerprint record, and the identity and apprehension of the culprits behind this daring plot.

Running time, 74 minutes. General audience classification. November release.

"Street Bandits"

(Republic)

A STANDARD action melodrama has been fashioned around the story of a young law school graduate who resolves to get ahead in the world at any price. The picture keeps up a good tempo and action fans should be satisfied, but the more discriminating may find it wanting in imagination.

Robert Clarke is the lawyer and he starts out by forming a partnership with Ross Ford. Since Ford is idealistic an honest controversy arises when Clarke accepts the case of an underworld "czar." In time the partnership breaks up and Clarke becomes more and more enmeshed in the defense of the underworld leader, played tellingly by Roy Barcroft. He becomes rich and even marries his pretty secretary, Penny Edwards.

Eventually, Clarke realizes how deeply he has become embroiled in the slot machine racket and when he tries to sever his association he learns that he can't. Finally, Clarke makes a heroic stand and thereby redeems himself, at the cost of being shot, while the villainous Barcroft gets his just due.

William Lackey was associate producer and R. G. Springsteen directed. The screenplay, by Milton Raison, seems more concerned with action than narrative originality.

Running time, 54 minutes. General audience classification. Release date, Nov. 15.

M. HERBSTMAN

"Purple Heart Diary"

(Columbia)

COLUMBIA comes up with a most unusual production, telling the story of the USO—United Service Organization—the serviceman's purveyor of entertainment at the front, behind the lines, and at hospitals and camps at home. Principally, the focal point of the camera is aimed, quite realistically, right near the fighting lines in the Pacific, where Frances Langford, Ben Lessy and Tony Romano entertain troops. The job was well done, thanks to producer Sam Katzman and Richard Quine.

The tale, while a simple one, does get over the story of the USO. It is based on singer Langford's Hearst newspaper syndicate column. That factor, and the fact that the USO story is the theme, should go a long way to help market the production, lending considerable promotional values.

Miss Langford, Lessy and Romano are shown being flown to the Pacific war theatre and hopping from one spot to the other to give their shows. These shows are in no way elaborate and at times there is only an old piano to provide the accompaniment. The actors live little better than do the troops, and are subject to the same rigors and dangers. At one base in the Pacific, Miss Langford encounters a situation involving an amputee's romance with a nurse, his feeling of frustration and self-pity, and, ultimately, finding himself with the help of the singer and some understanding officers. Brett King and Aline Downe are the soldier and nurse, and they play their parts nicely. The supporting cast fits well into the proceedings. Judd Holdren also rates mention for his playing of an officer who accompanies the troupe. The screenplay is by William Sackheim. The film is in sepia tone.

Others in the cast are Warren Mills, Larry Stewart, Joel Marston, Richard Grant, Rory Mallinson, Selmer Jacyson, Lyle Talbot.

Running time, 75 minutes. General audience classification. For December release.

"Honeychile"

(Republic)

JUDY CANOVA—'nuff' said. It's Judy's picture all the way, with good support from Eddie Foy, Jr., Alan Hale, Jr., Walter Catlett, Karolyn Grimes, Brad Morrow, Roy Barcroft and Leonid Kinskey, all contributing to a merry tale with lots of entertainment, many good lines and plenty of action. Judy's large following particularly will be pleased with their heroine's latest. The tones of Trucolor enhance the proceedings, which have backgrounds of Western scenery. Victor Young, too, rates commendation for his lively musical score, and so do Foy and Catlett, for their expert clowning.

Judy continues her practice of playing her hillbilly self, with the rough and tumble action punctuated frequently by moments of song and sentiment. The star spends most of her time trying to get her man, young Hale.

The story is laid in Cactus Junction, Wyoming, and concerns the efforts of Catlett and Foy, song publishers, to obtain the rights to "Honeychile," a song which Judy had written. She spurns offers of fame and fortune, however, until she needs the money to get her fiance, Alan Hale, Jr., out of the clutches of some crooked bookies who have tried to fix a chuck-wagon race. Judy "unfixes" the race, which she wins, as well as Hale's love and nationwide fame.

The film's highlights are the slam-bang chuck-wagon race and Judy's songs: "Honeychile," "Tutti Frutti," "More Than I Care to Remember," and an operatic satire of "Rag Mop." An almost continuously disgruntled Eddie Foy makes a fine foil for Judy. As it is, he adds lots of laughs and makes the climactic wagon race a good deal funnier than it might have been. Audiences also will like bits by the old reliables, Roscoe Ates and Fuzzy Knight. R. G. Springsteen directed the script, written by Jack Townley and Charles E. Roberts. It's a Herbert J. Yates production.

Others in the cast are Gus Schilling, Irving Bacon, Ida Moore, Sarah Edwards, Emory Parnell, Dick Elliot and Dick Wessel.

Running time, 90 minutes. General audience classification.

"Valley of Fire"

(Columbia)

ALTHOUGH this Gene Autry Western departs very little from formula it is nevertheless attractive fare for Autry fans. Action is the keynote throughout. Done in Sepiatone, the film has the star back in the Old West where men rode hard, lived dangerously and occasionally rallied to bring law and order to their communities.

Autry, a cattleman is elected mayor of Quartz Creek, a roaring California gold camp in 1859. He gets the job despite the efforts of gambling king Harry Lauter, who doesn't stop short of murder to accomplish his objective.

The film has all the trappings that make a successful Western, including a couple of songs by Autry. He uses his fists freely when in a tight squeeze and he and his men ride the dusty plains to the accompaniment of as much gunfire as ever echoed from a screen. Comedian Pat Buttram provides the laughs and a wagon-load of women brings romance to the camp. Armand Schaefer produced and John English directed, from a script by Gerald Gerahty. The girls, imported to expand the community, make trouble even before they arrive and they spark the rivalry between two mining camps, one led by Lauter, who has been run out of Autry's town.

Gail Davis has the feminine lead as the girl who finally captures Autry's heart after he has shown her the villainous background of Russell Hayden, the thief she had picked as a husband.

Running time, 70 minutes. General audience classification. November release.

Yates Says

(Continued from page 1)

our company was founded in 1935, every dollar of which must find its way to the screen.

"With this all-time record allocation for production also goes the determination to secure the greatest available star names for our forthcoming pictures," Yates declared. "We intend to compete with the biggest on the talent market."

In Republic's current productions, said Yates, are such stars as John Wayne, Errol Flynn, James Mason, Brian Donlevy, Maureen O'Hara, Wendell Corey, Forrest Tucker, Luther Adler, Rod Cameron, Judy Canova, Claire Trevor, Barry Fitzgerald, Phil Harris and Victor McLaglen.

Properties Listed

Properties ready for production include John Wayne's "The Alamo"; Garland Roark's "Fair Wind to Java," sequel to "Wake of the Red Witch"; "Ride the Man Down," from Luke Short's *Saturday Evening Post* story; another *Post* story, William Gulick's "The Man from Texas"; Gwen Bristow's novel, "Jubilee Trail"; two service stories, "Citizen Soldier," to be filmed with the cooperation of the National Guard, and "Flight Nurse"; "Minnesota," story of the iron ore era; "Song of Youth," concerning the life of Stephen Foster; "Bal Tabarin"; "The Golden Herd," to be filmed on the King's Ranch in Southwest Texas, and Judy Canova's "A WAC from Walla Walla."

"We're in show business all the way," Yates told his aides. "While it is true," he continued, "that we shall not be caught napping on any market which can return revenue to our stockholders or any media where motion pictures are presented, our main business is—and always will be—providing the best entertainment we know how for exhibitors."

In referring to Republic's participation in "any media where motion pictures are presented," Yates presumably was referring to the company's activities or contemplated activities in television.

'This Is Our Program'

"This is our program," Yates concluded. "I am more conscious now than ever before of the necessity of leadership in this industry. I am aware of my personal responsibility to this industry and of my responsibility to the loyal personnel of Republic Pictures and the exhibitors without whom our present position could not have been achieved."

New Recorders to 'Voice'

The International Broadcasting Division of the U. S. State Department has completed negotiations with Westrex Corp. to acquire 22 Western Electric type RA-1389 disk recording machines, to be used by "Voice of America" to cut master records from which a number of transcriptions will be made.

300 Spots for Roxy Film

A 300-spot announcement barrage has been set by 20th Century-Fox for the New York opening of "Golden Girl," Nov. 21, at the Roxy Theatre.

Hits 'Rigid' Selling Terms

(Continued from page 1)

complaints that I have received from exhibitors throughout the U. S." Conceding that "production must be encouraged to produce better pictures through higher income," Wolfson hastened to admonish that "maximum income is not always recovered by higher admission prices on higher film rental terms."

Should Not Be Arbitrary

He said he thought a general sales policy "is necessary, but it must not and should not be so arbitrary that branch managers are not permitted to negotiate fair deals to producer and exhibitor based on the local problems and local economic conditions."

Continuing, Wolfson said: "With the advent of better pictures I fear ever mounting problems of more and more 'road shows' and so called 'road show' picture deals and more exhibitor complaints on this problem."

It was reported that the regional meeting, which was attended by New England and Middle Atlantic States exhibitors, manifested "apprehension" over M-G-M's announced sales policy for "Quo Vadis," which calls for bids, pre-releases and minimum guarantees.

Should Be Flexible

"Distributors," Wolfson warned, "should be very careful about increasing the friction between the three branches of the industry through providing many good box-office pictures which are really road shows, with so-called road show sales policies. In any event their national sales policy should be flexible enough to permit local autonomy for their local branches in determining local sales policy to conform with the regional problems and local economics."

In line with Wolfson's statement, criticism of Warner Brothers' sales policy on "A Streetcar Named Desire" was voiced during the meeting by a number of exhibitors.

Survey for Virginia

Virginia was indicated for a survey when Morton Thalhimer of that state proposed a national survey. A country-wide survey was rejected on the ground economic conditions are not the same in all parts of the country. It was decided that a survey of a single state, such as Virginia, could offer a "pattern" or representative picture of local conditions in their relation to national sales policies of distributors.

Thalhimer said he believed a survey would remove the "guessing" from estimates of economic conditions. Gael Sullivan, TOA executive director, said it was likely that the Harvard or Princeton research facilities would be employed in making the survey of Virginia communities.

Schwartz Presents Plans

Fred J. Schwartz, chairman of the New York exhibitors, committee which has been planning an industry exposition for New York's Grand Central Palace, presented to the meeting the plans made thus far. He also spoke of the need for exhibitors to consult as a group from time to time with the publishers of the newspapers in their communities as a means of "sidetracking" unfavorable publicity.

Besides those already mentioned the following attended the regional meeting: Sidney Lust, A. Julian Brylawski, Thornton Sargent, E. D. Martin, Samuel Pinanski, Albert Pickus, John Rowley, Herman M. Levy, S. H. Fabian, E. M. Fay, Tom James, Walter Reade, Jr., Ed Grainger, Ed Fabian, Harold Eskin, Lewen Pizor, Byron Linn, Harry Lamont, Robert Levine, Samuel Rosen, Harold Blumenthal, J. J. O'Leary, Dick Pitts and Howard Bryant.

Arbitration

(Continued from page 1)

time to sit down around the conference table without pride of authorship to work out the mechanics of such a system; thereafter to seek the Department of Justice's approval and to work for the inclusion of the system in the final decree of *U. S. versus Paramount, et al.*"

He continued: "A system of industry arbitration will be achieved only by an equal partnership of men and minds between production, distribution and exhibition, each with a full and respected voice. TOA has a vital stake in that equal partnership and wants to fulfill every obligation that will insure a swift determination of the basic principles formulated for a sound system of arbitration."

Simplex System to 3 Loew's Houses

Loew's circuit has ordered X-L Simplex sound projection systems for their Atlanta, Memphis and Pittsburgh theatres, it was reported here by Allen Smith, New York branch manager of National Theatre Supply. Five installations—three in the Capitol and two in the Astor—were made for the opening of "Quo Vadis" here.

Back CD

(Continued from page 1)

ecutive committee, is director of Civilian Defense in the Stratford area.

His plea was endorsed by the TOA executive commitee, and Gael Sullivan, TOA executive director, was instructed to expedite negotiations with the Council of Motion Picture Organizations and other groups for a more active support of the Civilian Defense program.

TOA Sets Route

(Continued from page 1)

ters in their respective regions; these committees will collect grievances, which would be forwarded to the regional chairman. Then, if necessary, grievances will be forwarded to a grievance board which will be set up at TOA headquarters. The board's task will be to secure from general sales managers whatever adjustments may be deemed necessary.

Before complaints are sent to New York, the regional chairmen will take steps to secure adjustments from local sales managers.

The six TOA regionals are centered, respectively, around Atlanta, Chicago, Dallas, Denver, New York and Los Angeles.

RKO Board

(Continued from page 1)

president of the corporation, Noah Dietrich, Howard R. Hughes, Francis J. O'Hara, Jr., and J. Miller Walker.

The proxy statement, which included the consolidated profit and loss statement for the nine months ending Sept. 29, 1951, listed the following stock holdings of the nominees in the corporation: Hughes, 1,013,420 shares; Depinet, 35,000 shares; Walker, 3,000; O'Hara, 1,000.

3 Highest Paid Officers

The three highest paid officers of the corporation, as listed in the statement for 1951, are: Depinet, $105,000; William H. Clark, treasurer, $39,300, and Walker, who besides being a director is also a vice-president, $40,000. The total annual salaries of all directors and officers as a group, included those mentioned above, was put at $268,000, with $23,700 put aside for pension and retirement payments.

The nine-month period, according to the proxy statement, wound up in a net loss of $145,903. Income from film rentals and sales were listed at $38,157,205 and expenses at $40,755,987.

Paramount

(Continued from page 1)

the third quarter of 1951, compared with $298,000 for the same period of 1950, and $179,000 for the first nine months of 1951 as compared with $1,127,000 for the same period of 1950.

United States and Canadian income taxes (no excess profits taxes required) were approximately $64,000 higher for the third quarter and $1,130,000 higher for the first nine months of 1951, as compared with the same periods of 1950.

Want Compo Chiefs

(Continued from page 1)

to be relieved of his COMPO position so that he may devote full time to his private business.

Depinet Here Today

Depinet, RKO Pictures president, will return to New York today from the Coast where he participated in company production conferences last week. It is presumed, therefore, that the COMPO nominating committee has not conveyed to Depinet any plans it reportedly has for nominating him for reelection.

Pictura to Release First Feature Film

The completion and forthcoming presentation of "Pictura-Adventure in Art," the first full-length feature of Pictura Films Corp., was announced here by the company. This film, based on the lives of six painters, has live action scenes featuring Vincent Price and has as narrators Henry Fonda, Gregory Peck, Lilli Palmer and Martin Gabel.

Herman Starr, former Skouras Theatre executive, is president of the corporation. Chairman of the board is General Royal B. Lord. Leonid Kipnis is vice-president in charge of production.

Producers Seek New Deal on Credits SPG Head Reports

HOLLYWOOD, Nov. 18.—The Screen Producers Guild, organized in 1949 as a professional organization without formal union status, will convert to a limited bargaining basis soon if a projected meeting with major producers next week results in agreement on a basic agreement contract covering screen credits and kindred matters, SPG president William Perlberg has disclosed.

Uppermost among changes sought in the screen-credit system is the elimination of instances in which pictures are billed in such a fashion that production credit appears split, confusingly, between the director or writer and the actual producer. Major studios have expressed a willingness to entertain negotiations for a contract governing this and similar procedures.

SPG officials say the Guild has no present plans for ever undertaking to broaden its scope to include wages, working conditions, etc., since producers classify as employers and supervisory executives and therefore do not qualify as employes by NLRB or Taft-Hartley definition.

Says Welding of TV, Films Approaches

Independent producers today should plant themselves in both motion picture and television production, according to Alexander MacDonald, vice-president of Doug-Fair Productions and Odyssey Pictures, which is producing for TV.

MacDonald Here

MacDonald, here to discuss promotion plans with United Artists officials on Doug-Fair's "Another Man's Poison," starring Bette Davis and Garry Merrill, said the welding of the two industries is fast approaching.

"Another Man's Poison," he said, would be pre-released in Los Angeles to qualify it for Academy Award consideration before going into regular release early next year. Another Douglas Fairbanks' production, "Mr. Drake's Duck," is currently in release by U-A.

Projected Film Schedule

The projected film schedule for Doug-Fair next year, he said, includes a film based on the book "Elephant Walk," which will be shot in Ceylon. The target date for production on that film is February, 1953, with negotiations now underway with M-G-M to secure Walter Pidgeon. The film, which will have color by Technicolor, will also star Fairbanks.

In the television field, MacDonald's company is working in conjunction with Sol Lesser Productions re-editing and rescoring 21 features, starring Douglas Fairbanks, Sr., which will first be reissued for theatrical release and later for television. He said work on Terry Television Films, based on the cartoon strip Terry and the Pirates, is progressing. In addition, the Hollywood studio is now working on a series of half-hour dramatic shows and expect to get them into production next Spring.

MacDonald, who was here for a week, has returned to the Coast.

Coming Events

Nov. 19-20 — Theatre Owners of North and South Carolina convention, Charlotte.

Nov. 20—Theatre Owners of America second regional grievance and trade practice meeting, Charlotte.

Nov. 26-27—Allied Motion Picture Theatre Owners of Western Pennsylvania annual convention, Wiliam Penn Hotel, Pittsburgh.

Dec. 3-5—Allied Theatres of Michigan convention, Hotel Book-Cadillac, Detroit.

Dec. 4—Independent Exhibitors of New England annual convention, Copley Plaza Hotel, Boston.

Dec. 5-6—Kentucky Association of Theatre Owners annual convention, Henry Clay Hotel, Louisville.

Dec. 10-12 — Allied Independent Theatre Owners of Wisconsin annual convention, Hotel Schroeder, Milwaukee.

Dec. 11-12—Allied Theatre Owners of the Gulf States annual convention, Roosevelt Hotel, New Orleans.

Dec. 12 — State of Israel dinner, Spyros P. Skouras honor guest, Hotel Astor, New York.

Urge Tax on Boxing On Chi. Theatre TV

CHICAGO, Nov. 18.—Accusing theatre television of "stripping the Illinois Athletic Commission of money and power," the Nov. 17 issue of *TV Forecast*, Chicago weekly covering the local television field, urges that the commission be empowered to levy a fee on theatre boxing telecasts. The article says that "theatre TV is a wonderful medium," but "it is inadvertently and slowly rolling the I.A.C. toward financial ruin and can rapidly snowball into a dangerous trend that will bankrupt every state athletic commission in the U.S."

Elsewhere in the article the statement is made that "on theatre-televised bouts, which are becoming more and more numerous, the commission has no jurisdiction over bouts piped in from other cities. Nor does it derive any income." (The commission receives 10 percent of paid receipts on bouts held in Illinois.)

Mrs. Lottie Cooper, 73

CHICAGO, Nov. 18.—Mrs. Lottie Cooper, 73, died late last week after a long illness. She is survived by two daughters, Elizabeth Kirsch and Rose Rubner, and two sons, Moe and Charles Cooper. A resident of Chicago for 50 years, she was the widow of Jacob Cooper, who entered the theatre business in Chicago in 1913. Moe and Charles Cooper now operate the Cooper-Kirsch Theatres, along with Mrs. Cooper's son-in-law, Jack Kirsch, president of Allied Theatres of Illinois. Services will be held today.

Another Goldwyn Article

This Week Magazine, published yesterday, carried an article with Samuel Goldwyn's byline in which he sends a Thanksgiving message to America's families.

Texas COMPO Gets Behind Church Drive

Dallas, Nov. 18.—The Texas Council of Motion Picture Organizations' plans for the support and cooperation of the "Go to Church Sunday and Take Someone With You" drive which has been launched here, by all major radio networks and the vast groups of churches throughout the nation, were disclosed by Col. H. A. Cole, state chairman of COMPO.

Studios Blamed for Exposition Delay

Responsibility for the delay in planning for the proposed industry exposition at New York's Grand Central Palace is placed by Fred J. Schwartz, chairman of the exhibitors' exposition committee, on Hollywood studio executives.

Schwartz, who has been designated head of a committee of New York exhibitors which will confer on exposition plans with production representatives at a Coast meeting, said the group has been waiting for the studios to set a meeting date.

MOTION PICTURE DAILY reported on Nov. 9 that the New York committeemen had "temporarily postponed" their trip, which was to have been made some weeks ago. In addition to Schwartz, the committee includes Joseph Vogel, Max A. Cohen, Sol Schwartz and Leonard Goldenson.

The exposition, contemplated as an adjunct of the Council of Motion Picture Organizations' "Movietime U.S.A." campaign, has been discussed with the Motion Picture Association of America board. The New York exhibitor group asked the MPAA to supply the $400,000 which would be needed to put on the exposition. The MPAA board indicated it would reply to the request after the exhibitors received studio executives' estimates of the cost. The studios would, under the plans, ship East a number of sets and other equipment for display at the exposition.

Soule's Firm Buys Pictorial Films

Motion Pictures Unlimited, Inc., of which Frank Soule is chairman of the board, has purchased Pictorial Films, Inc., from Pathe Industries. Included in the transaction is the entire Pictorial Films library numbering several hundred motion pictures.

Soule will also continue as president of Pictorial Films. Other officers will be named in the next ten days.

Gov't Film Release Set

WASHINGTON, Nov. 18.—The Department of Defense announces the release of the United States Air Force public information motion picture, "Air Force Special Services." This 14-minute, black-and-white film is cleared for public non-profit, theatrical and television screenings. Within the near future, 16mm prints may be purchased through Castle Films, Inc., New York, N. Y., the contractual agency for the U. S. Office of Education.

'Bayonets' Rally At Noon Today In Times Square

Four American Congressional Medal of Honor winners, all of whom earned the award in Korea, will take part in the "Fixed Bayonets" rally to be held in Times Square at noon today.

The rally will emphasize the need for additional blood donors. The heroes are in New York with the permission of the Department of Army to attend the premiere tomorrow night of the 20th-Fox film at the Rivoli theatre. Leading personalities in the entertainment, civic and military fields will be at the Rivoli Theatre for the premiere.

Among those expected will be Samuel Fuller, the film's writer-director; Jane Froman, Macdonald Carey, Jayne Meadows, Thelma Ritter, Charlton Heston, Robert Merrill, Richard Greene, Eileen Wilson and Audrey Meadows. The picture's cast will be represented by Gene Evans and Buddy Thorpe. Also, Maj.-Gen. L. S. Hobbs, Deputy Commanding General of the 1st Army, and Brig.-Gen. W. L. Barriger, Chief of Staff of the 1st Army, in addition to ranking officers representing all the services.

Production Is Off, 30 Now Filming

HOLLYWOOD, Nov. 18.—The production index went down four more points last week, for a total of 30 pictures in work. Five new pictures were started and nine pictures were completed.

Started were: "Apache Country" (Gene Autry Productions), Columbia; "And Now Tomorrow" (Westminster Productions), Independent; "Man From Black Hills," Monogram; "Cry of the Swamp" and "Deadline—U. S. A.," 20th Century-Fox.

Completed were: "The Marrying Kind," Columbia; "Starlight Canyon," Monogram; "This Is Dynamite" and "Los Alamos," Paramount; "Tarzan's Savage Fury" (Sol Lesser Productions), RKO Radio; "The I Don't Care Girl" and "Lady in the Iron Mask" (W-F Productions), 20th Century-Fox; "Has Anybody Seen My Gal" (formerly "Oh, Money, Money"), Universal-International; "San Francisco Story" (Fidelity Productions), Warner Brothers.

Party for Martin

A Broadway "Show Business" party has been arranged by RKO Radio and RCA Victor for actor-singer Tony Martin, to follow his guest appearance at the Paramount Theatre here in conjunction with the opening of RKO's "Two Tickets To Broadway," Wednesday. The party will be held at Toots Shor's, at 11:30 P.M. Invited guests will include some 50 New York disc jockeys, and celebrities from all entertainment fields.

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3 Warners

(*Continued from page* 1)

"Theatre Owners of America, in proud recognition and deep gratitude, honor Harry M., Jack L., and Albert Warner for their trail-blazing vision, in pioneering sound on the screen, now celebrated on the occasion of their 25th anniversary of talking pictures—for their eternal vigilance as champions of democracy and their inspiration in combining fine entertainment with high patriotism and responsible citizenship—and, above all, for the promise which these outstanding accomplishments hold for the future."

The tribute was signed by Wolfson, Charles P. Skouras, chairman of the TOA board, and S. H. Fabian, chairman of the executive committee.

All three attended the ceremonies, along with Sam Pinanski and A. Julian Brylawski, members of the TOA executive committee.

Buffalo House to Rosenow, Brett

BUFFALO, Nov. 18.—The Commodore theatre, 725-seat community house here, has been taken over by William P. Rosenow and William Brett, who recently acquired the Kenmore theatre from Paramount in the town of the same name and who are interested in the Skyway Drive-In Theatres, Inc.

Closing of a long-term lease on the Commodore on behalf of the partners, both of whom have long been associated with the motion picture industry in western New York, has just been announced by Rosenow, who said that the house, closed for several months, has been redecorated, new seats installed and projection and air-conditioning equipment modernized. A new refreshment pavilion also has been installed. The Commodore formerly was operated by Marvin Atlas.

Richard Carroll, who has been managing the Kenmore, has been shifted to the Commodore as manager and Rose Marie Johnson, recently assistant at Shea's Elmwood theatre, has been named manager of the Kenmore. Carroll in the past has been booker for several local distributing offices.

Barrymore, Jr.'s P.A.'s

Bookings of Philip A. Waxman's "The Big Night" in Boston's RKO Theatre on Dec. 5, in Providence's Carlton on Dec. 5 and in Cincinnati's RKO Grand on Dec. 7, will be launched with personal appearances of John Barrymore, Jr., it was disclosed by Max E. Youngstein, United Artists vice-president.

Casolaro Acquires Three

The distribution rights to three Italian films, "Scarred," "Abuna Messias" and "Mater Dei," have been acquired by Casolaro Films Distributing Co., S. F. Billitteri of the company has announced. The latter film is the first Italian production in color to be released in the United States.

Debney to Hurrell Prod.

HOLLYWOOD, Nov. 18.—Lou (Whitey) Debney, formerly with Walt Disney Productions, has been appointed national sales representative for Hurrell Productions, Inc., a Walt Disney subsidiary, with headquarters on the Burbank studio lot.

Review

"The Strange Door"

(Universal-International)

THE PRINCIPAL ASSETS in "The Strange Door" are the marquee names of Charles Laughton and Boris Karloff, and its principal appeal is to adventure seekers and to those who relish horror thrillers.

The over-all result is fair entertainment which tells the rather weird tale of a French nobleman in the 17th century, as enacted by Laughton, an evildoer, who at times is brutal to extremes. Karloff's role places him in the position of the faithful servant of the brother whom he has kept incarcerated in a dungeon for 20 years. The romantic parts are played by Sally Forrest and Richard Stapley, the latter a dashing young adventurer tricked into Laughton's castle and forced to marry Sally. Ted Richmond was the producer and Joseph Pevney the director.

The picture has its moments particularly in the climax when Laughton tries to destroy the lovers and Sally's father who are trapped in a cell while the walls keep moving in on them. They are saved and Laughton destroyed in a spectacular manner.

Jerry Sackheim did the screenplay, based on Robert Louis Stevenson's "The Sire De Maletroit's Door." The dialogue becomes at times comic in its Shakespearean eloquence but this may not bother the adventure-loving who will find the action aspects of this picture enjoyable.

Others in the cast are Michael Pate, Alan Napier, William Cottrell, Morgan Farley, Edwin Parker, Charles Horvath and Paul Cavanaugh.

Running time, 81 minutes. General audience classification. For December release.

K. C. Area Reports On 'Movietime'

KANSAS CITY, Nov. 18.—Thirty representatives of various branches of the industry met here to receive reports on the "Movietime U.S.A." program in the Kansas City exchange area. Russell Borg, distributor co-chairman, presided.

The group also discussed proposals for continuing the "Movietime" organization and activities in the area.

Five Technicolor Films for Freed

Producer Arthur Freed, who will have completed five Technicolor musicals during 1951 by year's end, already has four top productions set for his 1952 schedule at M-G-M. First to go before Technicolor cameras probably will be "Huckleberry Finn," starring Danny Kaye and Gene Kelly; with "I Love Louisa," starring Fred Astaire; "Brigadoon," starring Kathryn Grayson, and "The Romberg Story" slated to follow.

Freed already has "Royal Wedding," "Show Boat," and "An American in Paris" released this year and finishing touches now are being put on "The Belle of New York" and "Singin' in the Rain."

Korean Gift Project For 'Yonder' Opening

OMAHA, Nov. 18.—A Korean gift project will be a feature of "The Wild Blue Yonder" world premiere and three-day "Salute to SAC" here Nov. 27-29. A civic reception will be held at the City Auditorium Nov. 28 for film stars and Republic officials. Admission will be a package for a "G.I." in Korea.

To Release Eliot Film

Max J. Rosenberg has returned from England where he completed negotiations for the American distribution of the film production of T. S. Eliot's "Murder in the Cathedral." The picture will be released by Classic Pictures, of which Rosenberg is president. Release is planned for January.

FWC Cuts Out Post In San Francisco

SAN FRANCISCO, Nov. 18. — Fox West Coast Theatres here has eliminated the post of press agent. Each theatre manager is now responsible for his press releases and publicity. (Fay Reeder is director of advertising and publicity for FWC in Northern California).

In a further economy move Gerda Mueller, secretary to Spencer Leve, Northern division manager, now divides her time between Leve's department and the purchasing department headed by Elmer Hanks.

Theatre Ownerhip Tilt

New York Supreme Court has been asked to settle a controversy involving partnerships in the San Juan Theatre Corp., which operates the Audubon Theatre here. Morris (Moe) Goldman has filed suit against Lou Walters, Elias M. Loew and Edwin Risman, charging the defendents have unjustifiably withheld from him stock shares representing 50 per cent ownership of the corporation.

Savini, Yuille Win Suit

An $11,000 default judgment has been entered in New York County Clerk's office against Roland E. Geiger and Richard B. Morros, doing business as World Enterprises. Favored by the judgment are Robert Savini and Charles Yuille who charged the defendants failed to fulfill a six-picture film production contract dated 1946.

Buy Cleveland Hotel

CLEVELAND, Nov. 18.—Meyer Fine and Sam Stecker of Associated Theatres Circuit and associates have purchased from Chicago interests the operating lease on the Hollenden Hotel here, one of the city's leading downtown hotels. Associates are Maurice Bernstein and Harold Fellinger, insurance agents; Jerome Friedlander and Elmer Babin, attorneys; Irving Hexter, president of the Industrial Publishing Company and Edward Bamberger, manufacturer.

Rank's Davis

(*Continued from page* 1)

ule calls for a visit to Canada to look into Rank's Canadian Odeon interests.

Until recently, Rank, with 134,375 shares of Universal common, was the largest single stockholder in the company. Decca's recent purchase of 271,900 shares and 32,500 option warrants, through the collaboration of Nate Blumberg, Universal president, and Milton Rackmil, Decca president, not only supplanted Rank as the principal stockholder but also gave Decca effective working control, which Rank did not have.

Rank Interested

Rank, as the second largest stockholder now, obviously will have a keen interest in the Decca-Blumberg plans for Universal's future, which reportedly include a merger of Universal and Decca, and expansion in the field of film production and distribution for television.

Moreover, Blumberg-Rackmil offered to purchase Rank's Universal stockholdings, reportedly at $15 per share, but Rank is said to have rejected the approaches, presumably having a higher price in mind. Overtures along the same line might be renewed during the Davis-Leach visit.

If Rank does not sell, his attitude toward a Universal-Decca merger, if and when one is proposed, could be of major importance, inasmuch as such a plan would have to be approved by stockholders.

Mexican Producers Seek Less Production

MEXICO CITY, Nov. 18.—The Producers Association here admitted picture production saturation in asking the government to immediately order closure of two old studios here, the Clasa and the Azteca, as an economy measure for the industry so as to permit work concentration on just a few studios.

The Association also protested the application to the National Financiera, the government's fiscal agency, for a $693,000-credit to revive and operate the Coapa studios here on the ground that there are already too many studios, which provokes production saturation. The Association told President Miguel Aleman that his plan to advance the industry would be frustrated if Financiera grants the Coapa credit, because operation of that plant would aggravate production saturation.

Granats Plan Opening

MEXICO CITY, Nov. 18.—The Cine Florida, the theatre that Samuel and Oscar Granat, important local circuit operators, have long been building, will open some time in December. But it won't be the world's largest theatre, seating 10,000, as was originally planned. Various circumstances that delayed Florida's completion also obliged a considerable reduction in its size. Its seatage will be 5,600. The Granats have a larger theatre, the Coloso, seating 6,500.

Urbina Now with Bank

MEXICO CITY, Nov. 18. — Jucvino (Jimmy) Urbina, former UA manager here, now heads the technical department of the trade's own bank, the semi-official Banco Nacional Cinematografico.

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS	INT'L RELEAS'G
Oct. 14	(Oct. Releases) THE MOB Broderick Crawford D—87 min. (Rev. 9/5/51) THE MAGIC CARPET (Color) Lucille Ball John Agar D—84 min. (Rev. 9/27/51) JUNGLE MANHUNT John Weissmuller D—66 min. (Rev. 10/22/51)	SKY HIGH Sid Melton D (5024)	THE MAN WITH A CLOAK Joseph Cotten Barbara Stanwyck D—88 min. (Rev. 10/3/51)	YELLOW FIN Wayne Morris D—74 min. (5108)	(Oct. Releases) DARLING, HOW COULD YDU! Joan Fontaine John Lund C—96 min. (5108) (Rev. 8/10/51)	UTAH WAGDN TRAIN Rex Allen O—67 min. (5054) (Rev. 11/1/51) SOUTH DF CALIENTE Roy Rogers Dale Evans O—67 min. (5151) (Rev. 11/9/51)	ON THE LOOSE Joan Evans Lynn Bari D—78 min. (202) (Rev. 7/25/51)	(Oct. Releases) THE DESERT FOX James Mason D—88 min. (Rev. 10/1/51) ND HIGHWAY IN THE SKY James Stewart Marlene Dietrich CD—98 min. (Rev. 7/17/51)	HOTEL SAHARA Yvonne De Carlo Peter Ustinov D—87 min. (Rev. 9/13/51)	(Oct. Releases) GOLDEN HORDE (Color) David Farrar Ann Blyth D—77 min. (134) (Rev. 9/17/51)		GREAT MR. HANDEL (Color) Wilfred Lawson Elizabeth Allan D—103 min. (2A) (Release: Oct., 1951)
Oct. 21		FBI GIRL Cesar Romero George Brent D (5002) UNKNOWN WORLD Bruce Kellogg D—71 min. (5101) (Rev. 11/7/51)	ACROSS THE WIDE MISSOURI (Color) Clark Gable Ricardo Montalban O—78 min. (Rev. 9/18/51)	(Allied Artists) THE HIGHWAYMAN (Color) Charles Coburn D—83 min. (AA20) (Rev. 8/21/51)					(Sachson) MR. PEEK-A-BOO Bourvil Joan Greenwood C—74 min. (Rev. 9/14/51)	REUNIDN IN REND Mark Stevens Peggy Dow CD—80 min. (135) (Rev. 10/3/51)	CDME FILL THE CUP James Cagney Phyllis Thaxter D-113 min. (Rev. 9/20/51)	
Oct. 28	CRIMINAL LAWYER Pat O'Brien Jane Wyatt D—74 min. (Rev. 8/27/51) FIVE Wm. Phipps Susan Douglas D—93 min. (Rev. 4/30/51)	THE GREAT ADVENTURE Dennis Price Jack Hawkins D (5021)		ELEPHANT STAMPEDE Bomba D—71 min (5110) (Rev. 11/9/51)			THE BLUE VEIL Jane Wyman Joan Blondell D—114 min. (263) (Rev. 9/10/51) HOT LEAD Tim Holt O—60 min. (Rev. 10/23/51)	LDVE NEST June Haver William Lundigan CD—84 min. (Rev. 10/17/51)	(Renown) TDM BROWN'S SCHOOL DAYS John Howard Davies Robert Newton D—93 min. (Rev. 11/1/51)	THE LADY FROM TEXAS (Color) Howard Duff Mona Freeman O—78 min. (136) (Rev. 10/2/51)		THIRD TIME LUCKY Glynis Johns Dermit Walsh D—87 min. (4C) (Release: Nov., 1951)
Nov. 4	KID FRDM AMARILLO Charles Starrett Smiley Burnette O—56 min. (Rev. 10/19/51)		AN AMERICAN IN PARIS (Color) Gene Kelly M—113 min. (Rev. 8/28/51)	LAWLESS COWBDYS Whip Wilson O—58 min. (5155)		SEA HORNET Rod Cameron Adele Mara D—84 min. (5102) (Rev. 9/25/51)			FORT DEFIANCE (Color) Dane Clark O—81 min. (Rev. 11/9/51)	(Nov. Releases) THE LADY PAYS OFF Linda Darnell Stephen McNally CD—80 min. (202) (Rev. 10/24/51)	CLOSE TO MY HEART Ray Milland Gene Tierney D—90 min. (107) (Rev. 10/8/51)	HISTORY OF MR. POLLY John Mills C—94 min. (3A) (Release: Nov., 1951)
Nov. 11	(Nov. Releases) THE BAREFODT MAILMAN (Color) Robert Cummings Terry Moore CD—83 min. (Rev. 11/9/51)	SUPERMAN AND THE MOLE MEN George Reeves Phyllis Coates D (5030)	THE UNKNOWN MAN Walter Pidgeon Ann Harding D—86 min. (Rev. 10/17/51)	FLIGHT TO MARS (Color) Marguerite Chapman Cameron Mitchell D—72 min. (5103) (Rev. 11/9/51)	(Nov. Releases) WHEN WORLDS COLLIDE (Color) Richard Derr D—81 min. (5106) (Rev. 8/28/51)	STREET BANDITS Penny Edwards Robert Clarke D—54 min. (5130)	(Nov. Releases) THE RACKET Robert Mitchum Robert Ryan D—88 min. (210) (Rev. 10/19/51)	(Nov. Releases) LET'S MAKE IT LEGAL Claudette Colbert MacDonald Carey C—77 min. (Rev. 10/22/51)	(Ross-Stillman) THE LADY SAYS NO David Niven Joan Caulfield C—80 min.	CAVE DF OUTLAWS (Color) MacDonald Carey Alexis Smith O—75 min. (201) (Rev. 10/23/51)		ANOTHER SHORE Robert Beatty Moira Lester C—77 min. (4A) (Release: Dec., 1951)
Nov. 18	SON DF DR. JEKYLL Louis Hayward Jody Lawrance D—77 min. (Rev. 11/1/51) HARLEM GLOBETROTTERS Thomas Gomez Dorothy Dandridge D—80 min. (Rev. 10/29/51)		TDO YDUNG TD KISS Van Johnson June Allyson C—91 min. (Rev. 10/29/51)	CRAZY OVER HORSES Leo Gorcey CD—65 min. (5114)	SUBMARINE COMMAND William Holden Nancy Olson D—87 min. (5107) (Rev. 8/29/51) DETECTIVE STORY Kirk Douglas Eleanor Parker D—103 min. (5111) (Rev. 9/24/51)	DESERT DF LOST MEN Alan "Rocky" Lane O—54 min. (5063)	THE WHIP HAND Elliott Reid D—82 min. (Rev. 10/23/51) JUNGLE DF CHANG Semi-Documentary 67 min. (Rev. 11/9/51)	GOLDEN GIRL (Color) Mitzi Gaynor Dale Robertson OM—108 min. (Rev. 11/7/51)		THE RAGING TIDE Shelley Winters Richard Conte Stephen McNally D—93 min. (203) (Rev. 10/18/51) THE LAVENDER HILL MOB Alec Guinness Stanley Holloway CD—82 min. (280) (Rev. 10/17/51) THE BRDWNING VERSION Michael Redgrave Jean Kent D—90 min. (281) (Rev. 10/30/51)	THE TANKS ARE COMING Steve Cochran Philip Carey D—90 min. (108) (Rev. 11/1/51)	
Nov. 25	VALLEY DF FIRE Gene Autry O—63 min.	TALES OF ROBIN HDOD Robert Clarke Mary Hatcher D (5003)		THE LONGHORN Wild Bill Elliott O—70 min. (5223) (Rev. 10/9/51)					(Renown) A CHRISTMAS CAROL Alastair Sim D—86 min. (Rev. 11/1/51)			SOUVAINE
Dec. 2	(Dec. Releases) TEN TALL MEN (Color) Burt Lancaster D—97 min. (Rev. 10/25/51)	HOME TOWN BOY Harold Lloyd, Jr. Cathy Downs C (5022)	THE LIGHT TOUCH Stewart Granger Pier Angeli D—110 min. (Rev. 11/7/51)	TEXAS LAWMEN Johnny Mack Brown O-54 min. (5146)		THE WILD BLUE YONDER Wendell Corey Vera Ralston D			(Philip A. Waxman) THE BIG NIGHT John Barrymore, Jr. D—75 min. (Rev. 11/9/51)		STARLIFT Doris Day Gordon MacRae MC—103 min. (Rev. 11/1/51)	GALLOPING MAJDR Basil Radford C—82 min. (Rev. 10/19/51) (Release: 8/24/51)
Dec. 9	THE FAMILY SECRET John Derek Lee J. Cobb D—85 min. (Rev. 10/19/51) MAN IN THE SADDLE (Color) Randolph Scott Joan Leslie O—87 min. (Rev. 11/15/51)		CALLING BULLDOG DRUMMDND Walter Pidgeon D—80 min. (Rev. 10/19/51)	NORTHWEST TERRITORY Kirby Grant Chinook D—61 min. (5124)	(Dec. Releases) SILVER CITY (Color) Yvonne De Carlo Edmond O'Brien O—90 min. (Rev. 10/2/51)	WOMAN IN THE DARK Penny Edwards Ross Elliott D PALS OF THE GOLDEN WEST Roy Rogers Dale Evans O	(Dec. Releases) DOUBLE DYNAMITE Groucho Marx Jane Russell C—80 min. (Rev. 11/9/51) ON DANGEROUS GROUND Ida Lupino D—82 min.	(Dec. Releases) THE GIRL ON THE BRIDGE Hugo Haas Beverly Michaels D FIXED BAYONETS Richard Basehart Michael O'Shea D		(Dec. Releases) THE STRANGE DOOR Charles Laughton Boris Karloff D—81 min. (204) WEEK-END WITH FATHER Van Heflin Patricia Neal C (206)		LITTLE ACORNS (French) Jackie Gencel Blanchette Brunoy D—98 min. (Release 11/9/51)
Dec. 16	PURPLE HEART DIARY Frances Langford Judd Holdren MD—73 min. PECOS RIVER Charles Starrett Smiley Burnette O				MY FAVORITE SPY Bob Hope Hedy Lamarr C—93 min. (5110) (Rev. 10/5/51)		(Goldwyn) I WANT YOU Dana Andrews Dorothy McGuire D—102 min. (Rev. 11/1/51) OVERLAND TELEGRAPH Tim Holt O—60 min.	ELOPEMENT Clifton Webb Anne Francis C—82 min. (Rev. 11/9/51) I'LL NEVER FORGET YOU (Color) Tyrone Power Ann Blyth D				
Dec. 23			CALLAWAY WENT THATAWAY Howard Keel Dorothy McGuire CD—81 min. (Rev. 11/15/51)									

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 98 NEW YORK, U. S. A., TUESDAY, NOVEMBER 20, 1951 TEN CENTS

Conservative Warns of U.K. Film Curbs

Studying Action But Pact Bars Solution

LONDON, Nov. 19.—Existing reciprocal agreements between the British government and foreign motion picture distributors prevent hasty action on curbing Britain's film imports but do not mean that restrictions will not be forthcoming, J. Boyd Carpenter, financial secretary to the Treasury, told a weekend political meeting in the London suburb of Morden.

It was the first public reference of the new Conservative government to British film imports during the current economic crisis.

Carpenter referred to public questions as to why the government had not cut imports of films, wines, tobacco and petrol, instead of food. He said the government has given careful consideration to these matters but has

(*Continued on page 2*)

'Vadis' Paces N.Y. First-Runs in Fairly Good Week

Another smash week looms for "Quo Vadis" as other first-run theatres along Broadway report a good-to-fair box-office forecast for this week.

With the projected Thanksgiving holiday gross included in the estimate, a figure of $116,000 to $120,000 is seen for the second week of "Quo Vadis" at the Capitol. While at the two-a-day Astor, a near capacity of

(*Continued on page 2*)

Maas Urges MPEA Sections Be Kept

Retention of Herbert J. Erlanger as legal counsel to what will remain of the Motion Picture Export Association after Jan 1, has been recommended by Irving M. Maas, retiring general manager of the MPEA, in a report to the foreign department heads of the MPEA member companies.

Maas' report, which is his final one to the MPEA, recommends also the retention of the Association's account-

(*Continued on page 4*)

Another Series of Tours For 'Movietime' Talent

Hollywood personalities assigned to another series of "Movietime U.S.A." tours were announced by the Association of Motion Picture Producers and the Council of Motion Picture Organizations.

The personalities and their tours are: Louisiana and Mississippi, starting in New Orleans on Dec. 2, Anthony Dexter, Julia Adams, Charlton Heston, Lydia Clarke, Frank Faylen, Bruce Bennett, Robert Stack, Jesse White, Margaret Sheridan, Hope Emerson; producers Maxwell Shane, Robert Fellows, Irving Asher; directors Fred de Cordova, George Sidney, Lillian Burns; writers Leonard Stern, Dorothy Hughes.

New York State, starting in Buffalo on Nov. 25 and including Albany, Lloyd Bridges, Arleen Whelan; writer Andrew Solt.

Rocky Mountain Region, covering Utah, Idaho and Montana, starting in Salt Lake City on Nov. 25, Keenan Wynn, Dean Jagger, Marshall Thompson; writer Mary McCall Jr.

Western Pennsylvania, arriving in

(*Continued on page 4*)

Schwartz Points Out Large Holdings Of Two Directors

The management of RKO Theatres Corp. pointed out yesterday that two of its directors represent 929,020 shares of stock, as the proxy battle in preparation for the first annual meeting of stockholders on Dec. 6 flared anew with another statement issued by the minority Greene group.

Sol A. Schwartz, RKO Theatre president, in his letter to stockholders

(*Continued on page 4*)

Allied Arbitration Faces Some Delay

WASHINGTON, Nov. 19.—It will be at least "early December" before Allied States Association has an arbitration plan ready to put before the distributors, general counsel Abram F. Myers said.

He pointed out that Allied president Trueman Rembusch is in Florida for a two-weeks vacation, and said he doubted Allied's arbitration committee

(*Continued on page 2*)

58 Salesmen to Be Honored by COMPO

DALLAS, Nov. 19.—Some 58 film salesmen will be feted at a testimonial dinner to be given here on Friday by Texas showmen of the Council of Motion Picture Organizations for their aid during the recent "Movietime U. S. A." campaign in contacting exhibitors throughout the state to present the COMPO campaign to them, taking their orders for accessories and

(*Continued on page 4*)

$23,354,000 Film Company Dividends in 9 Months

WASHINGTON, Nov. 19—Publicly-reported cash dividend payments of film companies totalled $23,354,000 during the first nine months of 1951, compared with $27,876,000 in the like 1950 period, the U. S. Commerce Department reports.

The 1951 figures are, however, preliminary and may be revised upward later. Commerce estimates that publicly-reported cash dividends in the film industry account for about 65 per cent to 70 per cent of all industry dividend payments.

Publicly-reported cash dividend payments in September amounted to $4,545,000, compared with a revised September, 1950, figure of $6,923,000, Commerce said. Most of the drop was accounted for by the fact that Warner decided to pay this year in October a $2,000,000 dividend paid last year in September, according to Commerce statisticians. Stanley Corp. also has not yet reported any dividend for this

(*Continued on page 2*)

M-G-M Accounts for $3,535,000 at Hall

With M-G-M's "An American in Paris" finishing its seven-week run at Radio City Music Hall here tomorrow, M-G-M has accounted for 25 weeks of the Hall's bookings since May, grossing $3,535,000.

"Caruso" ran for 10 weeks starting in May, followed by eight weeks of "Showboat", which ran through September, while in October, "An American in Paris" bowed in.

Says Industry Harmony Is Being Blocked

Starr of TOA Assails 'Another Organization'

CHARLOTTE, Nov. 19.—Evidence that hostility between national exhibitor organizations is far from being a thing of the past and has very likely been intensified in recent weeks was presented today at the 39th annual convention of the Theatre Owners of North and South Carolina.

The convention keynote speaker, Alfred Starr of Nashville, stated flatly in his address, that while TOA is "ready and eager for positive action" to achieve an industry arbitration system, "I wish I could say as much for another exhibitor organization which talks loudly of its achievements and its future aims, but which remains a roadblock in the path of harmony and order in the industry."

Starr did not identify by name the

(*Continued on page 5*)

Chairmen of TOA Regional Units Named by Wolfson

All six chairmen of the regional organizations which the Theatre Owners of America has established have been named by Mitchell Wolfson, TOA president.

In addition to S. H. Fabian, whose chairmanship of the New York region was announced previously, the following have been appointed: E. D. Martin, Atlanta; James Coston, Chicago; John Rowley, Dallas; F. H.

(*Continued on page 5*)

Reactivating Albany Theatre Owners Unit

ALBANY, N. Y., Nov. 19.—Steps to reactivate the Albany Theatre Owners of America are expected to be taken after a meeting in New York this week between Harry Lamont, who served as temporary chairman of the unit for two years, and Gael Sullivan, TOA executive director. Sullivan may come to Albany later for a series of regional meetings.

It is hoped to launch the revival before the legislature meets in Janu-

(*Continued on page 5*)

N.Y. Grosses

(*Continued from page 1*)

$28,000 is estimated for the second inning of "Quo Vadis."

Among the newer arrivals, a robust $46,000 is forecast for the second week of "Detective Story" at the Mayfair, while a nice $49,000 is estimated for the second round of "Behave Yourself" at the Paramount, with Rosemary Clooney on stage. The celebration of Paramount's 25th anniversary will be ushered in tomorrow with "Two Tickets to Broadway" and Patti Page on stage.

The seventh and final week of "An American in Paris" at Radio City Music Hall is expected to gross a healthy $108,000, with "Too Young to Kiss" bowing in Thursday. Only a fair $53,000 is estimated for the second and final week of "Let's Make It Legal" at the Roxy, headlining Xavier Cugat and his orchestra on stage. "Golden Girl" will be ushered in there Thursday.

Completing a record run of nine weeks at the Warner, "A Streetcar Named Desire" will be replaced tomorrow by "Come Fill the Cup." A good $25,000 is seen for the final week of "Streetcar."

A drop to only a tepid $19,000 is estimated for the second round of "Across the Wide Missouri" at Loew's State, compared to the big $34,000 first week's gross. At the Victoria, a healthy $19,000 is seen for "Ten Tall Men," while a robust $26,500 is forecast for the fourth week of "The Blue Veil" at the Criterion, where the week ends on Saturday.

Among the long-time holdovers, "David and Bathsheba" at the Rivoli is expected to drop to a fair $11,000 for its 14th and final week, while "Tales of Hoffman" at the Bijou is expected to fall to a good $7,500 for its 33rd week. "Fixed Bayonets" bows in at the Rivoli today.

A moderate $14,500 is forecast for the fifth and final week of "The Desert Fox" at the Globe which will be replaced Thursday by "Warpath." An excellent $11,000 is seen for the fifth week of "Lavender Hill Mob" at the Fine Arts Theatre, while "The Clouded Yellow" at the Park Avenue is doing very well with $13,300 seen for the second week which ends Sunday. A fair $6,500 is estimated for the third week of "The Browning Version" at the Sutton.

'American's First Week at State Lake Good, But Below Expectations

CHICAGO, Nov. 19.—"An American in Paris," which got off to a disappointing start at the B. and K. State Lake last Wednesday night, picked up over the weekend and appears to be headed for a first week of $40,000, which is well above average for the house but below expectations.

'American' Will Gross $125,000 At Two Boston Houses

BOSTON, Nov. 19.—"An American in Paris," concluding a four-week run tomorrow at Loew's State and Orpheum theatres in Boston, will gross approximately $125,000 for both theatres, according to the management of the theatres. The Orpheum will gross $75,000, the state $50,000.

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, has returned here from London, where he conferred with Fox London officials. Traveling separately, ELMER RHODEN, head of Fox Midwest Theatres, arrived here from Europe yesterday aboard the *S. S. Mauretania*. Remaining abroad for about another two weeks are CHARLES SKOURAS, president of National Theatres; GEORGE SKOURAS, head of Skouras Theatres, and FRANK H. RICKETSON, president of Fox Inter-Mountain Theatres.

•

ALFRED E. DAFF, Universal Pictures director of world sales, returned here from London over the weekend.

•

IRVING LESSER, producer's representative, left here last night for the Coast.

•

DAVID BRILL, New York film distributor, has been confined to Roosevelt Hospital here for ulcer treatment.

•

LOUIS B. MAYER is in New York from Hollywood.

HENRY NATHANSON, president of M-G-M Pictures of Canada; TED GOULD, general sales manager; GARFIELD CASS, Toronto branch manager, and DEWEY BLOOM, press representative in Canada, are due here today.

•

WALTER READE, JR., son of the circuit head, and Mrs. Reade became the parents of a second daughter Saturday at the Beth Israel Hospital here.

•

ALFRED CROWN, head of foreign sales for Goldwyn Productions, has returned here from England and the Continent.

•

ROBERT VOGEL, M-G-M International representative at the studio, has returned to the Coast from New York.

•

HUGH OWEN, Paramount's Eastern and Southern Division manager, left here yesterday for Charlotte.

•

HELEN MORGAN of Brenon and Morgan Associates will leave here for New Orleans over the weekend.

Military Parade for 'Bayonets' Tonight

A military parade, from Times Square to the Rivoli Theatre here, composed of units stationed at Governor's Island and the First Army Area, complete with mobile war equipment, tonight will help kick-off the public premiere of 20th Century-Fox's "Fixed Bayonets!" A contingent of four Congressional Medal of Honor winners will participate.

Map National Campaign For 'Fixed Bayonets'

A group of 20th Century-Fox exploitation representatives met yesterday at the home office to map national campaign plans for "Fixed Bayonets!"

Among those huddling with Rodney Bush, exploitation manager, were Hal Marshall, Philadelphia; Ted Tod, Chicago office, and Joe Lebworth, Empire State division field representative. Also in attendance to blueprint the Dec. 4 opening of "Fixed Bayonets!," at Chicago's Woods Theatre, was Dick Felix, advertising manager of Essaness Theatres.

Films Dividends

(*Continued from page 1*)

September, while last year it paid $226,000 in that month. Stanley traditionally reports late. A Paramount Pictures dividend this September was about $175,000 below last September's, due to a smaller amount of stock outstanding, Commerce officials said. A 20th Century-Fox dividend this year was also about $135,000 below last September's.

Testimonial for Shaw

NEW HAVEN, Nov. 19.—The Advertising Club of New Haven held a testimonial luncheon for Harry F. Shaw, division manager, Loew's Poli-New England Theatres, to show its appreciation for Shaw's efforts "on behalf of the Advertising Club."

'Quo Vadis' Opens in San Francisco Today

HOLLYWOOD, Nov. 19.—M-G-M is going all out for the California twin premiere of "Quo Vadis," following its launching at the Capitol and Astor theatres in New York. For the special invitation performance at the Four Star Theatre on Nov. 29, M-G-M is converting the entire front to resemble Nero's palace with a special front to spread 500 feet, several times the present width of the theatre. Additionally, a box-office will be constructed along Wilshire Boulevard, and the entire front will take on a Roman appearance.

Sam Zimbalist, producer, back from New York where he attended the world premiere and stayed over several days for home office conferences, will be on hand for the local opening as well as the one in San Francisco at Loew's Warfield tomorrow.

D. R. Tucker, Veteran Operator of Circuits

OKLAHOMA CITY, Nov. 19.—D. R. Tucker, prominent Oklahoma theatre owner, died Nov. 12 in St. Anthony hospital, Oklahoma City, from a heart attack. Tucker, aged 68, of Guthrie, at one time operated one of the largest theatre circuits in the state, owning theatres in Tulsa, Perry, Stillwater, Ponca City, Guthrie, Oklahoma City, Bristow and Drumright.

William Troug, 71, UA Branch Manager

KANSAS CITY, Nov. 19.—William E. Troug, 71, branch manager here for United Artists since 1927, died on Friday.

He is survived by four sons, one of whom is Morton Troug, associated with United Artists. Christian Church funeral services were held this afternoon at Stine and McClure Chapel, Kansas City.

Monogram Increases Program and Budget

Hollywood, Nov. 19.—Monogram will expand its production budget 30 per cent for 1952 and increase its output from 42 to 48 pictures, executive producer Walter Mirisch disclosed.

Film Curb

(*Continued from page 1*)

found there are considerable complications which prevent the simple obvious solutions.

Can't Ignore Agreement

Specifically, regarding films, Carpenter said it is not possible to throw overboard the recent agreement regulating the importation of American films and the currency conversion arrangements for the next two years. He pointed out that the agreement is not one-sided, but also concerns the possibility of British films earning dollars for Britain.

Regarding not only films but other imports, too, Carpenter said: "Don't assume that the fact that we've not made any particular cut thus far means that a cut is not going to be made. These matters are very much in our thoughts."

Allied Arbitration

(*Continued from page 1*)

could meet without the president. Myers said he would be working on an arbitration plan meanwhile, but would not be able to discuss it until it was gone over by the Allied committee.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"AN AMERICAN IN PARIS"
To the Music of GEORGE GERSHWIN
starring GENE KELLY • and Introducing LESLIE CARON
Color by TECHNICOLOR
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

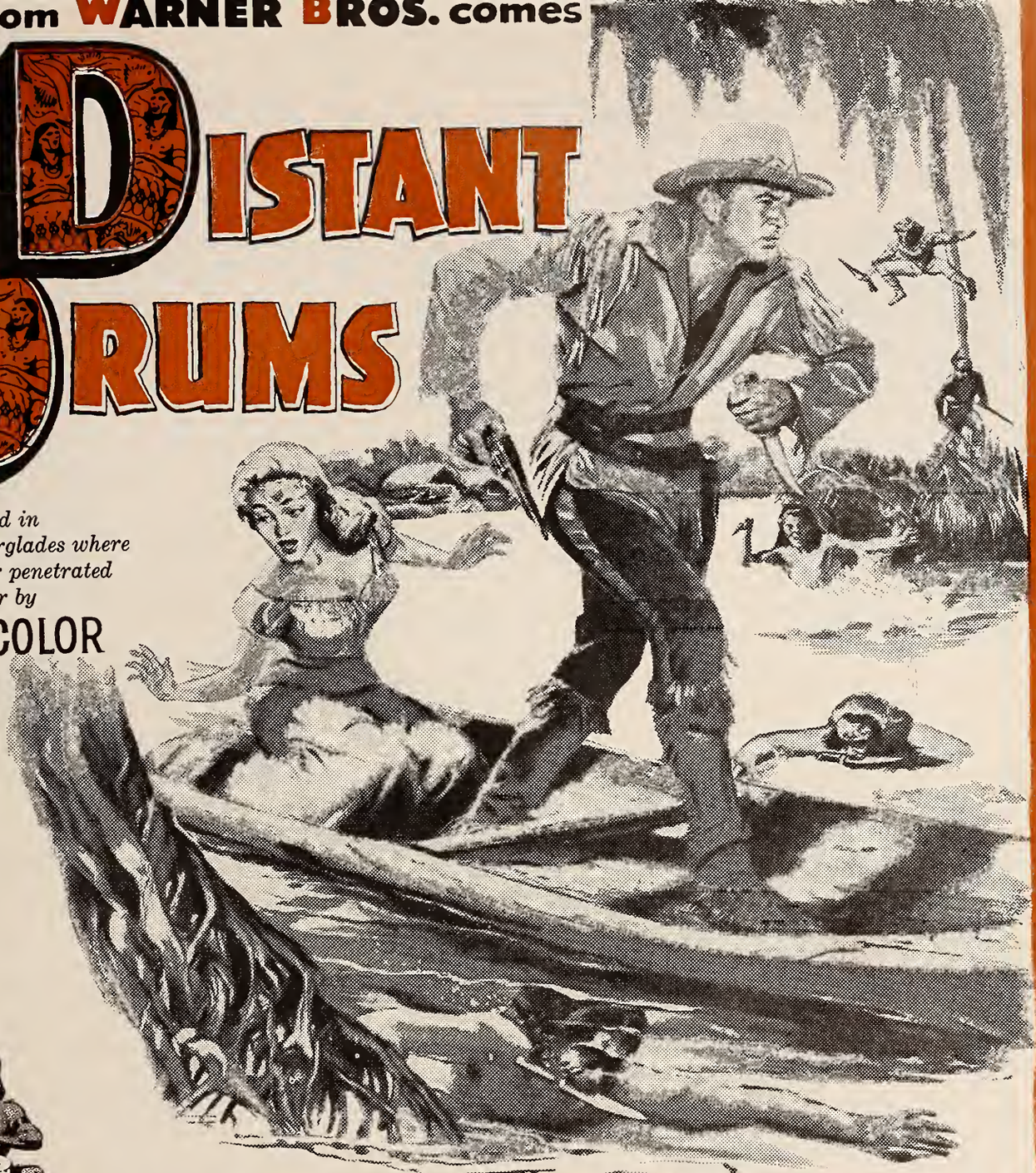
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TWO TICKETS TO BROADWAY
color by TECHNICOLOR
starring TONY MARTIN • JANET LEIGH
GLORIA DeHAVEN • EDDIE BRACKEN
ANN MILLER
in Person Miss PATTI PAGE
BUDDY MORROW and his Orch.
The Martin Bros.-Lewis and Van
Emcee JACK E. LEONARD
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

JERRY WALD and NORMAN KRASNA
Present
JANE WYMAN in
THE BLUE VEIL
CRITERION B'way & 45th St.

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Trade Show Nov. 28!!!

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AS CAPTAIN WYATT, SWAMP-FIGHTER IN THE SAVAGE SEMINOLE INDIAN WAR

WITH MARI ALDON as the captive beauty

SCREEN PLAY BY NIVEN BUSCH AND MARTIN RACKIN — PRODUCED BY MILTON SPERLING — DIRECTED BY RAOUL WALSH — A UNITED STATES PICTURES PRODD — PRESENTED BY WARNER BROS. — MUSIC BY MAX STEINER

ALBANY
Worner Screening Room
79 N. Peorl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Rm.
197 Wolton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Poramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Worner Screening Room
1307 So. Wobosh Ave. • 1:30 P.M.

CINCINNATI
RKO Poloce Th. Screening Room
Poloce Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Worner Screening Room
2300 Poyne Ave. • 8:30 P.M

DALLAS
20th Century-Fox Sc.Rm.
1803 Wood St. • 10:30 A.M.

DENVER
Poramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Poramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Coss Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florido Theotre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyondotte St. • 1:30 P.M.

LOS ANGELES
Worner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Rm.
151 Vonce Ave. • 12:15 P.M.

MILWAUKEE
Worner Theotre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Worner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Worner Theotre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Govenport St. • 1:00 P.M.

PHILADELPHIA
Worner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Rm.
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. 2:00 P.M

SALT LAKE
20th Century-Fox Screening Rm.
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Poramount Screening Room
205 Golden Gate Ave. 1:30 P.M.

SEATTLE
Modern Theotre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Worner Theotre Building
13th & E. Sts. N.W. • 7:30 P.M.

National Pre-Selling

DAVID A. LIPTON, vice-president in charge of advertising and publicity for Universal Pictures, is one who uses national magazine advertising for a purpose. He boasts a record of 432 playdates that were directly tied-in and were part of his magazine advertising for "Up Front" and he believes that it is imperative that the theatres be identified with such campaigns. Incidentally, Dave is promoting Gigi Perreau's personal appearance tour, starting this week in New York and embracing 10 key cities. The young lady travels under California laws, with her studio school teacher as well as her mother, and she "works" no more than five hours a day, keeping her personal engagements. This Friday, she will entertain adults when accompanied by children, at a Thanksgiving party in the Rainbow Room in Rockefeller Center.

•

The one-man junket through 10 Eastern cities conducted by Horace McMahon in behalf of Paramount's "Detective Story" has proven so successful that the stage actor has been "held over" for a continuation of the tour, timed with the opening of the picture in other first-run situations. In each city, McMahon addresses local civic groups and police organizations in addition to press and radio interviews. The picture gets a four-page spread in the new *Look* magazine, out Dec. 4, and a write-up in *Quick*, most widely read of the pocket-sized issues. The film is also cited as "best of the month" in the November *Redbook*.

•

Paul Whiteman will conduct a national high school band contest through the facilities of his TV and radio shows, in a tieup with RKO's "Two Tickets to Broadway," according to Terry Turner, director of exploitation for the film company. Whiteman announced the contest Saturday night to his "Teen Club" and 10 best bands will be brought to Philadelphia late in December by Greyhound bus, to compete for the championship in a "band conclave," at the Randolph Theatre, where the RKO musical film is teeing off. The promotion was arranged by Hugh McKenzie, RKO's field man stationed at Philadelphia.

•

Strong RCA-Victor promotion for the Dennis Day recordings of "Never" and "California Moon"—two of the hit songs from the forthcoming 20th Century-Fox musical, "Golden Girl," will include the distribution of 2,000 pressings to the nation's disc jockeys, followed by full-page advertising by the Victor Company addressed to the music trades. Twenty thousand dealers will be supplied with promotion material from RCA-Victor, and a powerful pre-selling campaign will follow the airwaves with radio plugs for the picture and its stars, Mitzi Gaynor and Dennis Day. Exhibitors may obtain free radio transcriptions upon application to the Pressbook Editor, 20th Century-Fox, 444 West 56th St., New York City.

WALTER BROOKS

Review

"It's A Big Country"

(Metro-Goldwyn-Mayer)

A PROUDLY SONOROUS and patriotic horn is blown in behalf of America in M-G-M's "It's A Big Country." In a series of eight individual episodes, the varied aspects and tempo of our country are caught in patterns of comedy, sorrow, romance, work and play. It is an unusual picture and has an array of top box-office names in it. Exhibitors will find in it something for almost every cinema taste. Robert Sisk produced, from the story by Dore Schary.

The first episode takes place on a trans-continental train and in it self-assured, loquacious James Whitmore learns from bookish William Powell that America is as multi-sided as a prism. There is an excellent satiric touch to the screenplay installment by William Ludwig. In the second episode Ethel Barrymore, a forgotten old Boston lady, manages to get a census-taker's oversight corrected through the good services of newspapermen George Murphy and Keenan Wynn. Helen Deutsch did this screenplay. Episode three, written by Roy Chordes, shows the contribution of the Negro to the American way of life. S. Z. Sakall is the jovial, immigrant father of five daughters in installment four. His reaction to the marriage of his daughter, Janet Leigh, to a Greek, Gene Kelly, is portrayed with humor and parable.

In episode five, a Korean war veteran, Keefe Brasselle, calls on Marjorie Main, the mother of a dead buddy, and in so doing helps overcome some of her racial prejudices. Allen Rivkin did this screenplay. Episode six has Gary Cooper explain the facts and fictions of his favorite topic—Texas. Dorothy Kingsley provided this screenplay. Schary, who wrote chapter seven, tells the story of a newly ordained clergyman, Van Johnson, and his experiences in the President's church in Washington. Lewis Stone plays an old sexton and Leon Ames a Secret Service man. Fredric March plays an immigrant who thinks it unseemly for his son, Bobby Hyatt, to wear eyeglasses in the final episode written by Isobel Lennart. Others in this amusing little drama are Nancy Davis, a school teacher, and Angela Clarke, the mother.

Running time, 89 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

COMPO Honors

(*Continued from page* 1)

collecting their pledges. John J. Houlihan, chairman of the COMPO distribution committee, credited the salesmen for the following:

Collected from circuits, including Interstate, Theatre Enterprises, Rowley United Theatres, Claude Ezell and Associates, Video Independent Theatres, Jefferson Amusement and Phil Isley Theatres, $13,643; collected from independent exhibitors, $14,500; allied industry subscriptions obtained through efforts of Isley, $7,600, making a grand total of $35,743.

Following are the salesmen and the territories they covered for Texas COMPO:

EAST TEXAS: Walter Armbruster, Truman Hendrix, B. T. Burnside, Paul Chapman, Neal Houston, Hank Miller, Jack Walton, Herschel Ferguson, Paul Backus, Stanley Zimmerman, Dean Goldman, Loren Nutley, Bob Watson.

SOUTH TEXAS: Cotten Vogelpohl, Roland Taylor, Wayne Pittinger, John Daumeyer, Lew Waid, Mac Holstein, Jimmy Sippey, Arthur Saal, Herban Craver, Grover McDonald, Dutch Cammer, Milt Lindner, Dave Shipp.

NORTH TEXAS: Pop Miller, Vernon Smith, Pete Clark, Frank Rule, Claude Atkinson, Russell Brown, Earl Harrington, Ray Wild, E. K. Dalton, Joe Lyne, T. R. Barber, T. P. Tidwell, Bill Finch.

WEST TEXAS: Sebe Miller, Ed Brinn, Jake McCrary, Tome Luce, Stanley Wilbur, Vernon Christian, Walter Penn, Joe Beckham, Wayne Love, Connie Dreher, Russell Baker, Ben Graham.

GOAT HILLS: Douglas Desch, Jim Black, Dick Parker, Ted Malone, E. Z. Elder, Heine Dean, J. H. Alexander.

Weekend Policy for 3

MILWAUKEE, Nov. 19.—Three of Fox-Wisconsin's neighborhood houses will have only weekend operations until Christmas. The Riviera, State and Venetian theatres will be open on Fridays, Saturdays and Sundays only.

Maas on MPEA

(*Continued from page* 1)

ing staff and reviews the MPEA's achievements abroad since it began operations at the end of World War II.

Containing statistics and other data relating to MPEA operating costs and earnings abroad, the report was released to foreign managers as "confidential." Foreign management executives who chose to comment on it expressed opinions that the 10-page document "reflected to Maas' credit" or that it "contains nothing that has not appeared time and time again in the trade press." Some expressed amazement that Maas should mark it "confidential."

The statistics reflect, according to one foreign department spokesman, that the MPEA operation was more costly than individual film company operations abroad will be, but it was conceded that that was to be expected since MPEA functioned under conditions that individual operations will not face.

Maas, whose MPEA contract expired a few months ago, has been continuing with the Association on a month-to-month basis. It was reported to be "not certain" when he will leave the MPEA, and "likely" that he will remain for at least part of 1952.

MPAA Discusses Foreign Matters

Meeting at the Motion Picture Association of America office here yesterday, the MPAA board discussed developments in Spain, Belgium, Japan and Norway and the use of trailers in Britain. Also examined by the board was the matter of leases on buildings occupied by U. S. film companies in Berlin.

The board no more than touched upon the decision of Spain not to send delegates here for negotiation of a Spanish-American film agreement, it was said. The board will meet again soon for further discussion of the Spanish situation.

RKO Battle

(*Continued from page* 1)

answered charges that directors nominated by management own or control a negligible amount of stock. The letter stressed that Ben-Fleming Sessel and William J. Wardall, a vice-president and director, respectively, of the Irving Trust Co. who are present members of the RKO Theatres board and are nominees for reelection, represent 929,020 shares. These shares, trusteed to the Irving Trust Co. by Howard Hughes, are worth close to $4,000,000, it was stated.

Schwartz's Letter

Schwartz in his letter acknowledged that the group led by Wall Street financial advisor David J. Greene approached management for representation, but Schwartz stated that efforts to find out the extent of their holdings failed. "Under the circumstances," Schwartz declared, "management felt that the stockholders themselves should decide who should be directors."

The minority group under the banner of "RKO Theatres Stockholders' Committee" repeated charges of negligible stock ownership by the present management in its letter to stockholders. The Greene group claims to control 300,000 shares of stock.

It also called for support of its proposal to limit the right of directors to issue stock options. The stock option issue was also taken up by Schwartz in his letter in which he cautioned stockholders not to be "misled." Schwartz poined out that Delaware corporations generally are authorized to issue stock options and there is "nothing unusual" in the present option provision.

Greene, Minority Chairman

Greene, chairman of the minority group, in his letter compared the operating profits of RKO Theatres with such circuits as United Paramount Theatres and 20th Century-Fox theatre operations, despite the fact that the theatre holdings of 20th-Fox and UPT are much larger. He also criticized the present RKO Theatres management for not attempting to get a foothold in the radio and television industry as a hedge against a possible decline in box-office receipts.

Johnston to Meet Fri. With Baker, French

Reginald Baker, president of the British Film Producers Association, who arrived here yesterday from England aboard the *S. S. Mauretania,* and Sir Henry French, BFPA director general, who has been here since last Wednesday, will leave Thursday for Washington where, on Friday, they will lunch with Eric A. Johnston, president of the Motion Picture Association of America, and his executive assistant, Joyce O'Hara.

The four will discuss the MPAA's new advisory services for aiding foreign producers in marketing their films in the U. S. During the past several days, Sir Henry conferred in New York with John G. McCarthy, vice-president of the MPAA, and B. Bernard Kreisler, head of the MPAA Foreign Films Advisory Service.

'Movietime' Tours

(*Continued from page* 1)

Pittsburgh on Nov. 25, Jody Lawrance, Jack Paar, Mel Ferrer, David Brian.



In a gay good humor we announce our PICTURE-OF-THE-MONTH for December...

MY FAVORITE SPY

Millions of teen movie fans (their families too!) will laud it... laugh at it...love it!

seventeen

THE ENTERTAINMENT MAGAZINE FOR YOUNG WOMEN IN THEIR TEENS

TOA Meet

(*Continued from page* 1)

exhibitor organization to which he referred.

"It seems to me," Starr told the assembled delegates, "that our only hope for restoring order to our business is through the medium of arbitration."

TOA and other exhibitor organizations have for some time supported efforts looking toward the establishment of an arbitration system. Allied States Association, at its convention in New York early this month, approved "all-inclusive arbitration for the motion picture industry."

Starr told the convention that the distributors, "in spite of their natural desire to exploit competitive bidding and excessive film rentals to the fullest cannot continue to stagger under the ever-growing mountain of lawsuits that plague them. I am convinced that the distributors are ready for a fair system of arbitration."

Starr was keynote speaker also at the national TOA convention in New York last month. It is understood that his remarks at national and regional TOA conventions carry the unqualified blessing of the TOA leadership.

Referring to the industry anti-trust suit divorcement decree, Starr told the Charlotte meeting that "We never dreamed that the alternative to affiliated chains, with their crushing buying power, would be competitive bidding, which is the greatest evil of all. We never dreamed that to abolish block booking was to bring into being a system that permits the distributor to demand and receive outrageous terms on every good picture. Can anyone deny that our position is just as bad or even worse than it was before these evils were 'cured' by court decree?"

Starr continued: "A member of the Supreme Court has urged the industry to adopt a system of arbitration. We are assured that the Department of Justice will look with favor on the inclusion of such a system into the court decree. I need not remind you that TOA and its predecessors before it have been wholeheartedly in favor of a system of arbitration. This the entire industry knows."

The probability of theatres televising the next annual Academy Awards ceremony in March, 1952, with a possible theatre-television network of 100 was reported at the convention by Mitchell Wolfson, president of the TOA.

Pointing out that the board of directors of the Academy of Motion Picture Arts and Sciences had voted in favor of theatre-televising a portion of the Academy Award ceremonies, Wolfson said: "This could develop into a very valuable promotion and public relations program for our industry, and I hope that the idea finds favor with the producers who might have to waive some contract clauses for the event."

Gael Sullivan, TOA executive director, predicted that within the next five years 60 per cent of all television programs will be on film. He added that the industry "has no fear of any kind of competition if we have a quality product."

Fuller Sams of Statesville, N. C., organization president, is presiding at the convention, which will be given over in part tomorrow to the first TOA grievance panel hearing in the field.

Trade Press Merits Cited by Sullivan

Charlotte, N. C., Nov. 19.— The 39th annual convention of the Theatre Owners of North and South Carolina was reminded today by Gael Sullivan, executive director of Theatre Owners of America, of the merits of the film trade press.

"Interest yourself daily in the trade press and industry bulletins," Sullivan advised the exhibitors. Those who love the industry and would serve it "will gather real inspiration from our trade journals," he said, adding that the "trade press is the showman's daily classroom for new ideas."

Chairmen of TOA

(*Continued from page* 1)

Ricketson, Denver, and Charles P. Skouras, Los Angeles.

Under the system TOA has devised for routing trade practice grievances in the field into the organization's headquarters here, each chairman will appoint as many committees of three exhibitors as there are exchange centers in their respective regions. It will be the committees' task to collect grievances and forward them to New York through the chairmen if the latter should be unable to secure adjustments from local sales managers.

Albany TOA Unit

(*Continued from page* 1)

ary. Representation of the industry at the Capitol was one of the Albany TOA's most valuable contributions.

Lamont, president of Lamont Theatres, and Saul J. Ullman, upstate general manager for Fabian, will spearhead the reactivation. The unit has not been active for a year.

FCC Pre-hearing on Para. Issue Today

WASHINGTON, Nov. 19.—A prehearing conference before a Federal Communications Commission examiner on the so-called Paramount issue has been moved up from Wednesday to tomorrow.

The examiner is trying to simplify the issues and get stipulations on some of the facts in connection with the Commission's investigation of the proposed merger between American Broadcasting Co. and United Paramount Theatres and the status as "anti-trust law violators" of all Paramount companies.

UPT Files to Keep Georgia Drive-in

WASHINGTON, Nov. 19.—United Paramount Theatres has notified the Justice Department that it wants to retain the Columbus Drive-in, in Columbus, Ga.

Under a recent amendment to the Paramount decree affecting Southern partnerships of UPT, there was a provision that the circuit could, if it wanted, apply to retain this theatre. UPT has now filed such an application, it was reported.



Much obliged, SEVENTEEN, for your top tribute to

MY FAVORITE SPY

It's Bob Hope and Hedy Lamarr...in a hilarious spy story based on no known records—but sure to break them at the box office! (EXHIBITORS: SEVENTEEN's award means even *more* business for you!)

A PARAMOUNT PICTURE

Hearings in G. & P. Anti-Trust Suit Due to End Soon

CLEVELAND, Nov. 19.—Hearings in the G. and P. Amusement Company anti-trust suit which began on Sept. 17, are expected to end this week. The plaintiff, G. and P. charges that it was unable to secure suitable product on a suitable run for its Moreland Theatre by reason of a conspiracy alleged between the defendant distributors, Loew's, Warner, 20th-Fox and Universal, and Co-operative Theatres of Ohio. Plaintiff attorney Samuel T. Gaines charges that the distributor defendants were "coerced" into being parties to a conspiracy by reason of the great buying power of Co-operative Theatres.

Defendant witnesses, including local branch managers, 20th-Fox assistant general sales manager William C. Gehring and Loew's general sales manager William F. Rodgers denied the conspiracy charges in toto, stating their policies are to sell theatre-by-theatre and picture-by-picture. Jules Lapidus, Warner Eastern division sales manager stated that his company's policy is to favor an old customer where possible and to split product in a competitive situation if it can be done satisfactorily.

In cross examination, Rodgers admitted to the fact of his testimony in the Schine case in which, according to the record, he said "he couldn't jeopardize the Schine account."

Clay, Crusade Head, Commends Industry

Lucius D. Clay, national chairman of the Crusade for Freedom, has telegraphed a commendation for the film industry to Mitchell Wolfson as president of the Theatre Owners of America for the industry's support.

Said Clay: "Please convey to the executive committee of the Theatre Owners of America the sincerest thanks and appreciation of Harold Stassen, the other members of the Crusade for Freedom Committee and myself for the excellent cooperation given by your member theatres in the showing of our short subject 'The Big Truth', as well as the newsreels depicting our activities in the fight against world Communism.

"The splendid response of the motion picture theatres of the country is very heartening to everyone engaged in preserving our rich heritage of liberty and freedom."

Schine Wins Another 2-Week Extension

Another two-week extension for the divestiture of seven theatres has been won by the Schine circuit, it was learned here yesterday. The previous extension granted by the Department of Justice expired yesterday.

Meanwhile, Schine attorneys in Washington are reportedly conferring with Justice officials on a six-month extension to fulfill the government consent decree.

SEE THEATRE VIDEO BUILD-UP ALLOWING TOP PROGRAMMING

With the installation of some 75 theatre TV sets slated to be completed by the end of the year, the day is fast approaching when it will be economically feasible for theatres to carry telecasts of such entertainment programs as top variety revues and Broadway shows, industry sources pointed out here yesterday.

Only 36 Equipped

What seems to be a lack of current theatre TV programming, it is argued, is in reality a build-up by the industry to the point where it will be able to book and later create entertainment programs with regularity. As of today, with only about 36 theatres equipped with theatre TV, the programming has been limited economically, and additions to the list have been limited by the line facilities available.

Despite the handicaps, industry officials stress, theatre TV in its infancy has been able to book outstanding sports attractions, in addition to telecasting special events such as the Kefauver Crime Committee hearings. If the industry is able to corral outstanding attractions in its infancy, the programming possible in the not-too-far-off future will be phenomenal, it is argued.

110 Equipped in '52

As to the immediate future—with 110 theatres scheduled to be equipped with TV by 1952—it is known that Theatre Television Network plans to build on its sports programming by booking basketball events this winter. In addition, TNT hopes to experiment with the telecasting of Broadway shows and variety revues during 1952.

Building theatre TV public habits, like film-going customs, it is pointed out, takes time and the television potentialities for theatres will be fully clarified when more theatres are equipped with TV, making a more varied and regular programming possible, it is contended.

Seek Extended Run For 'I Want You'

CHICAGO, Nov. 19.—Federal Judge Michael Igoe has set the hearing on an extended first Chicago run of the RKO release of Samuel Goldwyn's "I Want You" for Thursday, Dec. 29. Under the Jackson Park decree, first-run pictures cannot be shown for more than two weeks in B. and K. or RKO theatres without special permission from the court.

Aid Bloodbank

More than 200 pints of blood have been contributed in the past six months for fighting servicemen by the men and women of 20th Century-Fox. Twice visited at the New York home office by a Red Cross Bloodmobile, the employes contributed under the supervision of company nurse Charlotte Berger.

Warner Managers Meet

HARTFORD, Nov. 19.—Harry Feinstein, zone manager of Warner Brothers Theatres, presided at a meetitng of Hartford area theatre managers in the Warner Regal Theatre Building. Managers from the circuit's houses in Northern and Eastern Connecticut attended.

Denver Sees First Football TV Game At Wolfberg House

DENVER, Nov. 19.—Football by tele-screening came to Denver Saturday at the Broadway, where John Wolfberg, general manager, filled the theatre at $2.40, netting about $2,000, which was not enough to pay the toll bills and other expenses. Reception was good, although two short breaks were experienced when the film broke, but the crowd took it good-naturedly while the radio filled in with the description. Wolfberg will put on two games Dec. 1 at $2.40 a seat, the Army-Navy and Notre Dame-Southern California games.

Wolfberg has apparently been stalemated in his attempts to get network television into his theatre. He says there is no indication as to when he will be able to secure this feature.

O'Brian Is Promoted To New UA-TV Post

Robert (Pat) O'Brian, a six-year TV veteran, has been promoted to the post of Western representative to the television department of United Artists in a move designed to further the department's expansion program, it was announced by John Mitchell, director of UA-TV. He succeeds Richard Gedney, who resigned.

Formerly in charge of the Southern territory, O'Brian will make his new headquarters in Chicago with command over the entire middlewestern operations of United Artists Television. Duties of his Southern post have been split.

New Date Set for Judy Garland Lunch

The testimonial luncheon which was to have been given to Judy Garland by the New York A F of L stage unions prior to her recent illness has been re-scheduled for next Tuesday at the Astor Hotel.

The unions are honoring Miss Garland for her part in the successful revival of two-a-day vaudeville at the RKO Palace Theatre here.

Buffalo Tent's Luncheon

BUFFALO, Nov. 19.—Tent No. 7, Variety Club of Buffalo, will hold a "victory" luncheon for Elmer F. Lux, past chief barker and general manager of Darnell Theatres, who was named president of the Buffalo City Council at the recent election. Murray Whiteman, chief barker, will act as chairman. Co-chairmen are Jack Chinell of RKO and William P. Rosenow of the Kenmore and Commodore theatres.

'Bayonet' Opening Here

There will be lobby ceremonies at the Rivoli Theatre opening here tonight of 20th Century-Fox's "Fixed Bayonets," which will be broadcast over station WINS from 8:00 to 8:30 P.M. Martin Starr will handle the interviews.

2 Milwaukee Houses Will Install Theatre Television

MILWAUKEE, Nov. 19. — Warner's Warner Theatre and Standard's Riverside soon will feature wide-screen television programs. The installation at the Warner theatre is complete except for some focusing of the projector. Roy Pierce, manager of the Riverside, said the installation at his theatre would probably be completed this week.

Not on Home TV

The televised programs will be programs which the regular television station will not be carrying.

The Warner and Riverside will be part of the nationwide group organized to bid for and show the exclusive televising of special events and possible "live" stage productions. They will generally be assessed on a "per set" basis for the exclusive showings. The monthly payments to the telephone company here for use of the special coaxial cables from the telephone company's long lines office here will be about $175.

Federation Forms New Industry Unit

Formation of the Exhibitors Committee of the Amusement Division of the Federation of Jewish Philanthropies of New York was announced here yesterday by Emanuel Frisch, over all chairman, who shares leadership of the industry's campaign with Barney Balaban and Si Fabian. Co-chairmen of the Committee are Spyros Skouras, Jr. and Ed Fabian.

Committee members include William Brandt, Max A. Cohen, J. Joshua Goldberg, Walter Reade, Jr., Samuel Rinzler, Edward Rugoff, Julius Sanders, Solomon Strausberg and Morton Sunshine.

Federation seeks to raise $20,000,000 this year in support of its 116 nonsectarian health and welfare institutions.

Pine-Thomas Add 2 More to Schedule

Producers William Pine and William Thomas have added two more color by Technicolor productions to their schedule for 1952. Rhonda Fleming will co-star in both, with John Payne sharing top honors in the first.

Geoffrey Homes has been assigned to write the screenplay of "The Streets Were Paved With Gold." The second vehicle, "Turkish Delight," will be written by Lewis R. Foster.

Loew's Decree Status Known in 10 Days

Washington, Nov. 19.—Further consent decree talks took place today between Loew's and Justice Department officials, and a spokesman declared that "we should have a pretty good idea in a week or 10 days when we will have a decree ready if we're going to have one."

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 99 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 21, 1951 TEN CENTS

$8,607,040 in Remittances With MPEA Aid

$3,100,228 Came from The 'Iron Curtains'

American film companies received remittances of $8,607,040 through the operations of the Motion Picture Export Association from the MPEA's beginning, in June 1946, to its end, on Oct. 31, 1951.

Of the total, $3,100,228 came from the "Iron Curtain" countries.

The foregoing are the highlights in the report of his MPEA stewardship submitted by Irving Maas, retiring vice-president and general manager, to Joyce O'Hara, vice-president of the Motion Picture Association of America.

The MPEA handled exports to and distribution in 13 foreign countries, for American distributors.

Maas' report not only summed up the financial aspects of the MPEA

(*Continued on page* 16)

MGM-MBS Set Air Programs

HOLLYWOOD, Nov. 20.—Metro-Goldwy-Mayer and Mutual Broadcasting System have set up the talent and programs for the series of air shows which they will jointly broadcast starting the week of Dec. 31. There will be eight half-hour and two full-hour all-star broadcast series over the

(*Continued on page* 19)

Ginger Rogers Signs CBS-TV Contract

Ginger Rogers was signed to a long-term contract by CBS-TV to star in her own half-hour show starting some time after April, it was disclosed here yesterday by Hubbell Robinson, Jr., CBS-TV vice-president in charge of network programs.

The deal, which was consummated

(*Continued on page* 20)

Paramount Theatre Anniversary Issue

Commemorating the Silver Anniversary of the Paramount Theatre, New York, being observed this week, *MOTION PICTURE DAILY* publishes an anniversary section in this issue. Beginning on Page 3, the section runs through Page 18.

DuMont Tops FCC Agenda

WASHINGTON, Nov. 20.—All issues involving Allen B. DuMont Laboratories will lead off the Federal Communications Commission's catch-all Paramount hearings, it was decided at a preliminary hearing here today.

The hearings are due to start Jan. 15 before an FCC examiner and to last from three to four weeks. The decision to lead off with the DuMont issues, which changed the commission's initial order of issues, resulted from a request by DuMont attorney William A. Roberts. The request was made before FCC examiner Leo Resnick, who will conduct the January hearings. Attorneys for the Commission, Paramount Pictures, United Paramount Theatres, American Broadcasting Co. and Columbia Broadcasting System were present today.

The hearings cover transfer of Paramount subsidiaries pursuant to the consent decree, the question of whether any Paramount companies should con-

(*Continued on page* 16)

Elliman Is First Dublin Variety Head

Louis Elliman of the Theatre Royal in Dublin, has been elected the first chief barker of Dublin Variety, Tent No. 41, Variety International disclosed here yesterday. Other officers were elected as follows:

First assistant, Norman Barfield, Paramount Pictures; second assistant, Brinsley Sheridan, Adelphia Cinema, Dunlaoghaire; dough guy, Robert Britten, 20th Century-Fox; property master, T. O'Keeffe, Carlton Cinema, Dublin; additional members of the crew (directors) are: A. Elliman,

(*Continued on page* 16)

20th-Fox's Third Quarter Net Is Up, To $1,076,515

For the third quarter ended Sept. 29, 20th Century-Fox's consolidated net earnings after all charges were $1,076,515. This amounted to 39 cents per share on the common stock. "The improvement continues into the fourth quarter," the company reported here yesterday. Earnings for the second quarter of 1951 were $196,337. Earnings for the third quarter of 1950 on a comparable basis were $1,912,142 (including income of prior years of $875,369 from countries with currency restrictions), equal to 65 cents per share of common stock.

The company and subsidiaries, including National Theatres and Roxy Theatre, Inc., report consolidated net earnings, after all charges, for the 39 weeks ended Sept. 29, of $2,147,628. After deducting dividends on prior preferred and convertible preferred stocks, the consolidated net earnings

(*Continued on page* 16)

Individual Panels to Feature AITO Meet

MILWAUKEE, Nov. 20.—The agenda of the annual convention of Allied Independent Theatre Owners of Wisconsin, headed by Ben Marcus, and scheduled to be held here on Dec. 10-12, will highlight individual group discussions.

Discussions on drive-in theatres, headed by S. J. Goldberg, Wausau, will be held on the morning of Dec. 11. Subjects discussed will be: construction of drive-ins; types of ramps

(*Continued on page* 18)

'U' to Pay Common Stock Dividend

The board of directors of Universal Pictures, at a meeting held here yesterday, declared a year-end dividend of 60 cents per share on the common stock, payable on Dec. 19 to stockholders of record on Dec. 10.

The last dividend on "U's" common stock was paid on July 31, 1948. It was 75 cents per share then.

TOA Panel Flooded With Grievances

'Artificial' Competition Charged to Distributors

CHARLOTTE, Nov. 20. — The charge "distribution had created artificial competitive situations where they had established no 'rules of the game' that exhibition could live by," today touched off a long discussion of bidding and clearances at the first Theatre Owners of America regional grievance panel session.

The theatre operators of North and South Carolina and surrounding states who gathered at the Hotel Charlotte for the session also bared for action by TOA grievance facilities charges relating to print shortages, "blind" checking, forcing of features with tie-in bookings, pre-releases, move-overs and 16mm. competition.

The panel which heard the large

(*Continued on page* 18)

Bryant Heads Carolina TOA

CHARLOTTE, Nov. 20.—Robert E. Bryant of Rock Hill, S. C., is the new president of the Theatre Owners Association of North and South Carolina, said to be the oldest such organization in the world.

Bryant was elected to office during the first day's sessions of the group's

(*Continued on page* 18)

Harvey Chairman of Compo Seminar Unit

H. V. (Rotus) Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, yesterday was named chairman of the permanent round-table committee of the Council of Motion Picture Organizations.

The establishment of such a com-

(*Continued on page* 18)

PARAMOUNT THEATRE 25th ANNIVERSARY

Personal Mention

HOWARD DIETZ, M-G-M advertising and publicity vice-president, will leave here for the Coast next week.

•

EDWARD C. DOWDEN, assistant publicity and advertising director of Loew's Theatres, is in charge of arrangements for ground-breaking ceremonies for the new hospital of the New York Infirmary on Dec. 1.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales and reprints, has returned here following a visit to Washington, Charlotte, Atlanta, Jacksonville, New Orleans, Dallas, Oklahoma City and Memphis.

•

JAMES FITZPATRICK will leave Los Angeles for New York on Jan. 1, following which he will depart on a world tour for M-G-M Technicolor Traveltalks.

•

JOAN BURIAN, secretary to GAEL SULLIVAN, executive director of Theatre Owners of America, will be married on Dec. 29 in Bronxville, N. Y., to ROBERT FINNEGAN of Boston.

•

ARTHUR SILVERSTONE, 20th Century-Fox's Eastern and Canadian sales manager, will return here from Toronto today.

•

RICHARD GORDON, president of Renown Pictures of America, Inc., will leave London for New York by plane Saturday.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, has returned here from London and Paris.

•

JACK MUNDSTUK, M-G-M Buffalo branch manager, is in New York for home office conferences.

•

WILLIAM FOX, industry pioneer, is ailing at Doctors' Hospital here.

Talun and Exhibit To Tour England

In the first trans-shipment of an American film merchandising idea directly to a foreign country, 20th Century-Fox next Wednesday will send Walter Talun, who appears as Goliath in "David and Bathsheba," to England by plane to herald the film's exhibition there.

Repeating his recent Coast-to-Coast junket in a travelling studio, exhibit comprising costumes, jewelry, and weapons used in the film, viewed by upwards of 50,000,000 people, Talun will stump both large and small cities in a similar display van. Eddie Solomon of the home office exploitation staff is in London setting up the tour.

No Paper Tomorrow

Motion Picture Daily **will not be published tomorrow, Thanksgiving Day, a legal holiday.**

Nominators Eye O'Donnell, Coyne For Compo Posts

Although reportedly determined to persuade Ned E. Depinet and Arthur L. Mayer to continue as president and executive vice-president, respectively, of the Council of Motion Picture Organizations, the nominating committee of COMPO is said to be considering Robert J. O'Donnell for the presidency and Robert W. Coyne for the executive vice-presidency should the incumbents refuse to be drafted.

O'Donnell is head of Interstate Theatres of Texas and national director of COMPO's "Movietime U. S. A." campaign, while Coyne is special counsel to COMPO. The latter, who has made a career of industry association work, was the first executive director of Theatre Owners of America.

The nominating committee met here last week for the first time, and is not expected to convene again until after next Monday when its chairman, Jack Alicoate, will return from a one-week vaction. If the committee does not meet again, it was said, Alicoate very likely will poll the members once more before the group issues its report.

Industry observers yesterday expressed confidence that Depinet and Mayer would not refuse to take office for another year if drafted.

Report on 'IA' Board Meet Is Due Today

A report on the meeting held here last week of the IATSE executive board is expected to be released in New York today by Richard F. Walsh, "IA" International president. The meeting adjourned at the weekend after five successive days of sessions.

The meeting, presided over by Walsh, was attended by William P. Raoul, Thomas J. Shea, Harland Holmden, William P. Covert, James J. Brennan, Roger M. Kennedy, Felix D. Snow, Carl G. Cooper, Harry J. Abbott and Louis Wright.

Wm. Adams, Veteran Col. Salesman, Dies

KANSAS CITY, Nov. 20.—William Adams, long-time Columbia salesman, who resigned from the Columbia branch here a year ago because of ill health, died Sunday at Wadsworth Veterans Hospital.

He had previously been with Columbia at Minneapolis and Chicago. He joined the Kansas City exchange in 1945. The widow survives. Interment was at Sioux Falls, South Dakota.

Harold Blumenthal, Fabian Circuit, Dies

Harold Blumenthal, 52, general manager of the New Jersey division of Fabian Theatres, died yesterday morning of a heart attack. Survivors include the widow and three daughters.

Funeral services will be held this morning at Temple Emanuel, Passaic.

Coast Publicists Get 10% Increase

Hollywood, Nov. 20. — The Screen Publicists Guild membership last night ratified a recently-negotiated contract with major studios, as expected. The formula, virtually identical with that negotiated by the IATSE, grants senior publicists a 10 per cent increase, with other classifications receiving proportionate benefits.

Academy Awards Groups Are Named

HOLLYWOOD, Nov. 20.—The scientific or technical awards committee for the forthcoming 24th Academy Awards was announced by Charles Brackett, president of the Academy of Motion Picture Arts and Sciences as follows:

John P. Livadary, chairman; Preston Ames and Benjamin Hayne, art direction; John W. Boyle and Sol Halprin, cinematography; Linwood Dunn and R. H. Duval, Cine-technical; Ray Bunnell and Glenn Farr, electrical; Dick Cahoon and G. Carleton Hunt, editorial; Ferdinand Eich and Sidney P. Solow, laboratory; John Aalberg and Gordon Sawyer, sound; Farciot Edouart and Stanley Horsley, special effects; John Roche and Byron Vreeland, stage operations, and Daniel Bloomberg, Charles R. Daily, William Mueller and James Pratt, members-at-large.

14-Day 'P.A.' Tour to Promote 'Silver City'

In line with Paramount's policy of launching large-scale pre-selling campaigns with star junkets, Richard Arlen and Laura Elliot of Nat Holt's "Silver City," have been set for a 14-city personal appearance tour to begin on Nov. 26 in Atlanta.

Bischoff Checks in At Warner Studio

HOLLYWOOD, Nov. 20.—Sam Bischoff has checked in at Warner Brothers studio to assume his duties as producer. Bischoff was associated with the studio from 1933 to 1940, during which time he produced more than 70 pictures.

Bischoff was last with RKO Pictures as an associate producer.

Jack Warner Now Has 409,948 WB Shares

WASHINGTON, Nov. 20.—The Security and Exchange Commission reports that Jack L. Warner, production vice-president of Warner Brothers, has listed a gift of 4,500 common shares of the company, leaving him with a total of 409,948 shares, plus an additional 21,500 shares in trust.

Are You Doing All You Can to "Help Care for Our Own" by Getting All Your Employes to sign the 1951 'Christmas Salute'?

Newsreel Parade

ELIZABETH and Philip back in England and the Italian floods are current newsreel highlights. Other items include Peron's election, blood for Korea servicemen, and football highlights. Complete contents follow:

MOVIETONE NEWS, No. 94—Elizabeth and Philip back in Britain. Italian floods. U.S. plane crashes in France. Big blaze in Chicago. Australian couple wins jackpot of prizes. Highlights of football.

NEWS OF THE DAY, No. 224—Royal couple home. Italian floods. Blood for comrades. U.S. plane crash overseas kills 36. Peron wins again. The Eisenhower boom. Truman meets the press. Nobel Prize winners. Football.

PARAMOUNT NEWS, No. 27—Floods in Italy. Plane crash in France. Peron retains power. Iran Premier leaves U.S. Eisenhower boom. Royal couple home. Football highlights: Alabama-Georgia Tech; Yale-Princeton.

TELENEWS DIGEST, No. 47A—Royal couple returns home. Paratroops practice in Korea. Eisenhower boom. Italian floods. "Cold war" battle in Berlin. Joe Louis in Tokyo. French governor received in Algiers. Browns defeat Giants.

UNIVERSAL NEWS, No. 510—Korean heroes. Italian floods. U.S. plane crash in France. Nobel prize winners. Foreign officers train at Fort Benning. Football: Browns-Giants; Illinois-Ohio State; Princeton-Yale.

WARNER PATHE NEWS, No. 29—Open Eisenhower drive. Floods in Italy. Air crash in France. Royal couple welcomed home. Motion Picture Pioneers honor three Warner Brothers. Aboard *U.S.S. Boxer*. Blood gift for Korea wounded. Football.

'Quo' Policy Change At Cleveland House

CLEVELAND, Nov. 20.—Loew's has introduced a policy change for "Quo Vadis," which opened last night at the Stillman Theatre. While the previously announced reserved seat policy held for the opening night, thereafter a continuous policy was begun for both afternoon and evening performances. It had previously been announced that a continuous policy would be pursued during the day and a reserved seat policy at night. Prices under this revised policy remain as formerly announced, 90 cents for matinees and $1.50 after 5:00 P. M.

Flashy Premiere For 'Quo Vadis'

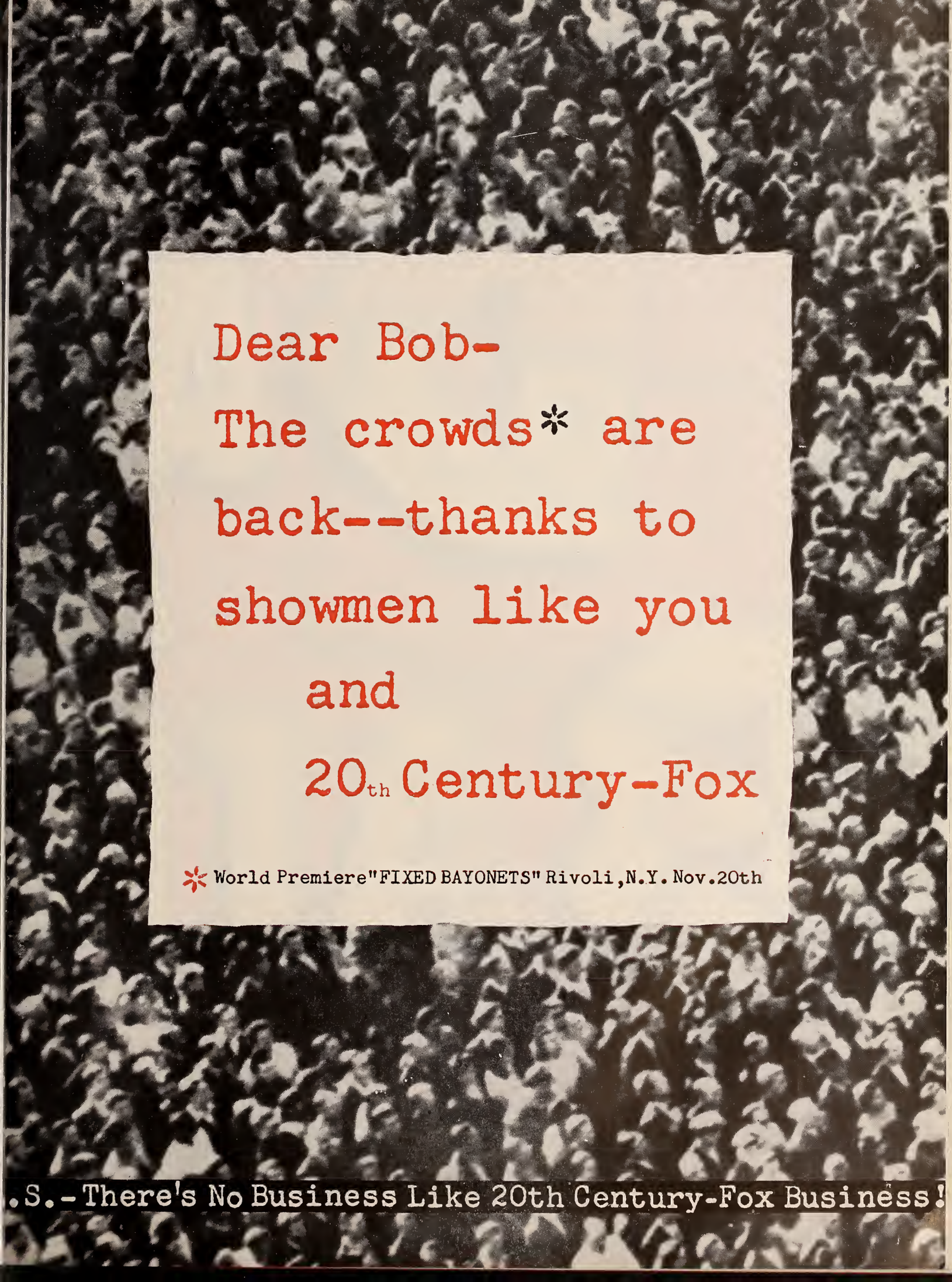
PITTSBURGH, Nov. 20. — A Hollywood premiere was staged here tonight by manager Bill Elder of Loew's Penn theatre in connection with the opening of "Quo Vadis." The entire loge section was set aside for city officials and representatives of the press and radio.

One of the Roman chariots used in the film was an attraction, together with 18 guards dressed in the costumes used in the picture. A broadcast from the theatre lobby was made at the conclusion of the showing.

Green Succeeds Seib

SALT LAKE CITY, Nov. 20.—W. G. Seib retired today as branch manager of Columbia Pictures in Salt Lake after nearly 15 years in that job. He is succeeded by Harold Green, salesman for the company.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative. FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


Dear Bob-
The crowds* are
back--thanks to
showmen like you
and
20th Century-Fox
* World Premiere "FIXED BAYONETS" Rivoli, N.Y. Nov. 20th
.S.- There's No Business Like 20th Century-Fox Business!

THE GIANT

TRIE

DA

AN

BATH

COLOR BY



THERE'S NO BUSINESS LIK

F THEM ALL!

..TESTED...and PROVED!

ID

The "Money-in-the-Bank" Picture in every situation!

SHEBA

TECHNICOLOR



0th CENTURY-FOX BUSINESS!

25th ANNIVERSARY OF PARAMOUNT THEATRE RECALLS STARS WHO GOT THEIR START THERE

By MURRAY HOROWITZ

THE twenty-five year history of the New York Paramount Theatre, one of the leading motion picture showcases of the world, to a large measure is a success story in terms of personnel, talent and product.

When the theatre at the "crossroads of the world" made its bow on Nov. 19, 1926, a 22-year-old student from the Publix Theatres Managers Training School was assigned to handle the overflow crowd which milled outside. He was Robert M. Weitman, now vice-president of United Paramount Theatres and present managing director of the Paramount.

The theatre, then called "the foremost of all the Publix Theatres," from its inception has served as a vehicle for the introduction of new talent. From its stage such stars as Ginger Rogers, Bing Crosby, Danny Kaye, Red Skelton, Betty Hutton and Ethel Merman built their popularity. Bands, too, soon found themselves basking in the limelight following an engagement there.



Opening Night

When the house darkened and about 3,700 prominent guests settled themselves comfortably in their seats on opening night a quarter of a century ago, the film "God Gave Me Twenty Cents," a Paramount Picture produced by Herbert Brenon and presented by Adolph Zukor and Jesse L. Lasky, began to unfold. It starred Lois Moran, Lya de Putti, Jack Mulhall and William Collier, Jr. Apparently the film augured well for the house and the rosy forecasts in the addresses of welcome to the opening day audience by Lee J. Eastman, president of the Broadway Association, Mayor James J. Walker and Will H. Hays, president of the Motion Picture Producers and Distributors of America, Inc., was borne out by subsequent years.

Played 775 Films

For since then, 775 films have played the house, some of them the nation's top grossers, to patrons totaling more than 100,000,000. Among the top grossers, coupling the film fare with the stage show —and taking into account first week business only—were "Dear Brat," with Dean Martin and Jerry Lewis on stage; "Road to Utopia," with Benny Goodman and his orchestra; and "Lady in the Dark," with Xavier Cugat and his orchestra.

When the late Thomas A. Edison came to the theatre as a distinguished guest on opening night in one of his last public appearances, the great motion picture pioneer partly paid tribute to the alertness of the management of Publix Theatres, a subsidiary of Paramount, which invested some $17,500,000 in the venture. At the time, its seating capacity was only topped by the Capitol. But its lavish, huge interior, in addition to its stone collection in the Hall of Fame and its display of prominent works of art, made it a "must" for all visitors who came to New York. At the time, there was nothing like it in the nation.

And although since then other show cases have been built in New York, the management of the Paramount Theatre has kept it in the forefront of Broadway's attractions. A steady flow of innovations has been inaugurated. Most outstanding today is the installation of theatre TV equipment, allowing the Paramount Theatre to be one of the first theatre's in the country to telecast an event. In early 1948, amateur fights from the Brooklyn Navy Yard were carried by the theatre.

Weitman, the present managing director, following his graduation from the managerial school conducted by Publix Theatres, went to the Rialto Theatre as assistant manager in 1927 and then was boosted to the post of manager of the Brooklyn Paramount before returning as manager of the New York Paramount in 1933. In two years, he was named managing director when at about the same time he inaugurated the band policy in order to hike the declining grosses of the depression years. It was just prior to the Paramount Pictures Co. divorcement splitting the production and exhibition phases of the company, that Weitman was made vice president of the new United Paramount Theatres in 1949, in addition to managing director of the New York and Brooklyn Paramount theatres.

First Run Training

Another member of the managerial staff who grew with the theatre is Robert Shapiro who rose from usher in 1928 to manager in 1941, his present position. After being promoted to assistant treasurer of the theatre, the Paramount circuit began using his services in various first-run houses such as the Rivoli, Rialto and the Brooklyn Paramount Theatre. He returned to the New York Paramount as treasurer in 1934, advancing to manager in seven years, now in charge of a staff of 150, including 80 ushers.

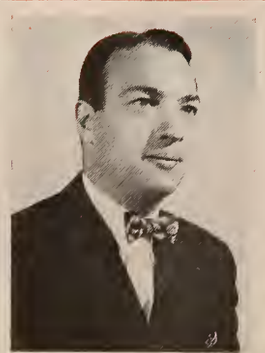
Glenn Gray a 'First'

Inaugurating Weitman's "name" band policy was Glenn Gray and his Casa Loma Orchestra in 1935, followed by such box-office knockouts as Rudy Vallee, Benny Goodman, Paul Whiteman and Harry James. As an indication of the success of the policy, there were 2,500 persons standing on line during the Easter of 1943 when Harry James was starred on stage and by noon more than 12,000 tickets were sold.

When Paul Whiteman's Rhythm Boys were headlined in 1927, Bing Crosby was a comparative unknown, but his singing even then captured the multitude. To pacify the throngs that crowded the theatre, a platform was built in the lobby and on it Bing and his two other partners would render a few songs between their stage appearances.

When Frank Sinatra first appeared on

(*Continued on page 10*)



LEONARD GOLDENSON
United Paramount Theatres President



ROBERT M. WEITMAN
UPT Vice-President, Managing Director, N. Y. and Bklyn. Paramount Theatres



ROBERT K. SHAPIRO
Manager, Paramount Theatre, New York

PARAMOUNT THEATRE'S 25TH ANNIVERSARY ATTRACTION

HOWARD HUGHES presents

TWO TICKETS TO BROADWAY

Color by TECHNICOLOR



starring

TONY MARTIN | JANET LEIGH | GLORIA DeHAVEN | EDDIE BRACKEN | ANN MILLER

with BARBARA LAWRENCE · BOB CROSBY · featuring THE CHARLIVELS · SID SILVERS & HAL KANTER · screenplay by · directed by JAMES V. KERN

RKO RADIO PICTURES

PARAMOUNT THEATRE'S COMING ATTRACTION

THE RACKET

BOLDLY BEGINS WHERE THE SENATE CRIME COMMITTEE LEFT OFF!

HOWARD HUGHES presents

THE RACKET

starring

ROBERT MITCHUM · LIZABETH SCOTT

ROBERT RYAN





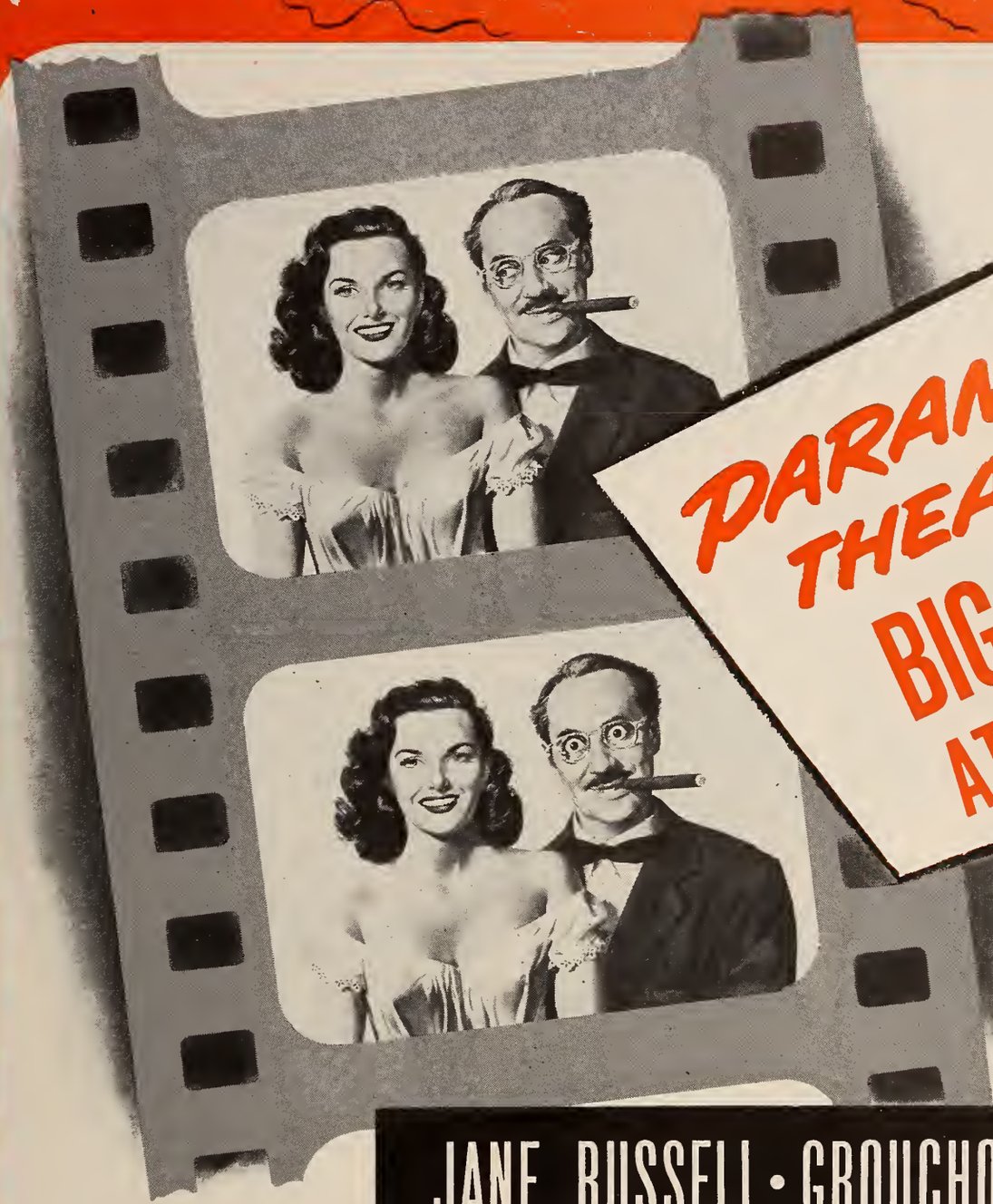


RKO RADIO

screenplay by HAINES and W. R. BURNETT

directed by JOHN CROMWELL · WILLIAM WISTER

an EDMUND GRAINGER production



PARAMOUNT THEATRE'S
BIG HOLIDAY ATTRACTION

JANE RUSSELL • GROUCHO MARX
FRANK SINATRA
in

DOUBLE DYNAMITE

Directed by IRVING CUMMINGS • Produced by IRVING CUMMINGS, JR.
Screenplay by MELVILLE SHAVELSON • Story by LEO ROSTEN

RKO RADIO PICTURES



Parade Day. Center of everything that happens in Times Square.



When record crowds displayed reluctance to leave the Paramount Theatre after witnessing the Dean Martin-Jerry Lewis in person show last summer, the house management was impelled to resort to strategy in order to make room for those waiting for admission to the theatre. An announcement was made at the conclusion of each stage show that Martin and Lewis would give autographs to those who wished them at the stage entrance around the corner. The announcements helped to clear the house. Scene above shows crowds gathered to get autographs showered from second floor dressing room window by Martin and Lewis.

Anniversary Luncheon For Weitman Today

United Paramount Theatres, parent company of the Broadway Paramount Theatre, and RKO Radio Pictures, producer-distributor of "Two Tickets to Broadway," the 25th Anniversary film attraction opening at the Paramount today, will be hosts at a luncheon at Toots Shor's restaurant here today, commemorating the theatre's silver anniversary and honoring its managing director, Robert M. Weitman, also a UPT vice-president.

Among those scheduled to attend the luncheon are: Leonard Goldenson, UPT president; Walter Gross and Edward Hyman, UPT vice-presidents; Ned E. Depinet, RKO Pictures Co. president; Robert Mochrie, vice-president and general sales manager, and S. Barret McCormick, advertising-publicity director. Press representatives also have been invited.

Para. Ushers Rose to Fame

Vic Damone served as an usher at the Paramount Theatre years ago. Later on he returned as a star stage attraction.

The Ink Spots were among others who were employed at the theatre in modest jobs early in its history. They, too, returned as star attractions on its stage shows later, drawing down $3,000 weekly. "Kissing Jim" Folsom, a former Governor of Alabama, also was a Paramount usher.

PARA. THEATRE

(*Continued from page 6*)

the Paramount stage as a vocalist with Tommy Dorsey's orchestra, the ads in the New York papers heralding the Dorsey show carried Sinatra's name in such small print that it was hard to read. Things were much different a few years later, however, when Sinatra returned as a solo headliner.

Perhaps the most outstanding example of what the Paramount "two-for-the-price-of-one" show policy has meant to further the careers of talented personalities is that of Ginger Rogers.

Back in 1928, the effervescent Miss Rogers was virtually unknown to the public, a far cry from the spotlight she holds today as star of the forthcoming Cecil B. DeMille Paramount film, "The Greatest Show on Earth." It was during the "Jazz Age" that the little girl from Texas won a national Charleston contest and as a reward was booked by the Paramount.

Since the headlined stage appearance of Maurice and Eleanora Ambrose, a dance team, assisted by Canaro's Argentine orchestra, ushered in Paramount stage shows at the opening of the theatre, the personalities that have crossed the Paramount stage reads like a show business Hall of Fame. Besides those mentioned above, they include Gertrude Lawrence, Mae West, Dennis King, Miriam Hopkins, Gloria Swanson, Gary Cooper and Dinah Shore.

Some Top Grossers At Para. Theatre

Among the long run top grossers in the Paramount Theatre's 25-year history:

"Going My Way" and Charlie Spivak's Orchestra on stage. Opened May 3, 1944, ran 10 weeks, gross: $823,704.

"Blue Skies," with Stan Kenton and the King Cole Trio on stage. Opened Oct. 16, 1946, for a nine weeks' run. Gross: $806,091.

"Lady in the Dark," and Xavier Cugat's Orchestra on stage. Opened Feb. 22, 1944. Ran 10 weeks and grossed $803,110.

"Welcome Stranger," with Carmen Cavallaro Orchestra. Seven weeks starting Aug. 6, 1947. Gross: $718,262.

"Duffy's Tavern," and the Andrews Sisters. Opened Sept. 5, 1945. Ran nine weeks and grossed $678,833.

"Road to Utopia" and Benny Goodman's Orchestra. Opened Feb. 27, 1946. Ran seven weeks and grossed $663,066.

"Star Spangled Rhythm," with Benny Goodman and Frank Sinatra on stage. Started an eight-week run Dec. 30, 1942, and grossed $576,638.

"Strange Love of Martha Ivers," with Dinah Shore and Dick Stabile's Orchestra on stage. Six weeks starting July 24, 1946. Gross: $515,622.

"Stork Club," Woody Herman Orchestra, seven weeks starting Dec. 19, 1945. Gross: $544,283.

OVER PARAMOUNT THEATRE'S 25 YEARS

OPENING NIGHT. The scene, right, when the Paramount Theatre opened its doors to the public for the first time, Nov. 19, 1926. Below, the theatre's 25-year record gross for a first week was established last July by the program displayed.







***GOOD TIMES.** Waiting lines turn the Broadway corner and stretch down 43d Street, occasionally encircling entire block.*





LOTS OF NEW YORK HOME TV SCREENS ARE DARK when the Paramount Theatre draws lobby holdouts, as shown upper right.

PREMIERE. Typical Broadway street crowds (at right) attracted by a special opening night program at the Paramount.

25TH ANNIVERSARY FILM. RKO Pictures' "Two Tickets to Broadway" is the Paramount's 25th Anniversary feature, opening today. At left, Tony Martin and Janet Leigh in a scene from the Howard Hughes' Technicolor musical.



MAK SUPPLY CO., Plumbing Supplies
152 W. 42nd Street, New York, N. Y.

FELLER JONES CORP., Fabric Cleaners & Flameproofing
303 Fourth Avenue, New York, N. Y.

PREMIER STUDIOS INC., Stage Draperies, Curtains, etc.
414 West 45th Street, New York, N. Y.

ALTEC SERVICE CORP., Sound and Projection
161 Sixth Avenue, New York, N. Y.

JOHN KEAR, INC., Plumbing
469 West 42nd Street, New York, N. Y.

CONFORT & CO., INC., Printers
305 Lafayette Street, New York, N. Y.

WEGIER DECORATING CO., Painting & Decorating
151 West 40th Street, New York, N. Y.

MAX FINE, Signs
311 West 66th Street, New York, N. Y.

LORSON ELECTRIC CO., INC., Electrical
420 Lexington Avenue, New York, N. Y.

ADLER SILHOUETTE LETTER CO., Marquee Letters
3021 West 36th Street, Chicago, Ill.

INTERNATIONAL SEAT CORP., Theatre Chairs
Union City, Indiana

THEATRE POPCORN VENDING CORP.,
1387 Utica Avenue, Brooklyn, N. Y.

SANDS SUPPLY CO., INC., Janitorial Supplies, etc.
348 Third Avenue, New York, N. Y.

GREAT NORTHERN FLOOR COVERING CO., Carpets, Linoleums, etc.
325 Fourth Avenue, New York, N. Y.

HOLLAND ICE CREAM
3480 Fulton Street, Brooklyn, N. Y.

CONTINENTAL SIGNS, INC., Canopy & Marquee Work
550 East 170th Street, New York, N. Y.

Our sincerest congratulations to Bob Weitman and his staff of the New York Paramount Theatre on its 25th Anniversary!



229,000 Happy Hours

UNDER THE SAME ROOF...

The Paramount Clock has ticked off quite a bit of time since the Paramount Theatre opened its doors in 1926.

Paramount Pictures Corporation is proud to have shared these 25 years "under the same roof" and *very* proud that hundreds of Paramount Pictures have played on this great theatre's screen.

It is with affection that we salute the Paramount Theatre and look foward to a long future as its friend and neighbor at The Crossroads of the World...

PARAMOUNT PICTURES CORPORATION

Paramount Pictures

Happy Birthday

from

RADIO CITY MUSIC HALL

Showplace of the Nation *Rockefeller Center, N.Y.*



An institution known throughout the world for its presentation of outstanding motion pictures and stage shows notable for their good taste, beauty and perfection of execution.

•

THE MOB

...was such a money-minter at the Paramount that we made another out of the same metal and are sending it over for January with our anniversary best.



BRODERICK CRAWFORD • DONNA REED • JOHN DEREK in THE DARK PAGE

with ROSEMARY DeCAMP • HENRY O'NEILL • HENRY MORGAN • Screen Play by TED SHERDEMAN, EUGENE LING and JAMES POE

Produced by EDWARD SMALL • Directed by PHIL KARLSON

from Columbia

Kodak Sales Rise; Net Earnings Down

ROCHESTER, N. Y., Nov. 20.—Sales for Eastman Kodak for the 36 weeks ending Sept. 9, 1951 were $384,243,040, against $295,364,390 in the preceding year, while net earnings for the three quarters were $32,350,194 or $2.13 a share on 15,028,745 common shares outstanding, compared to $43,134,237, or $3.13 a share on 13,663,830 shares outstanding a year ago. Increased taxes accounted for the drop.

The financial report was issued by Perley S. Wilcox, chairman, and Thomas J. Hargrave, president, following a meeting of the board.

Luncheon for 'U's' Greenfield Friday

A luncheon for Leo Greenfield will be given Friday at Toots Shor's here by the New York Loge of the Colosseum of Motion Picture Salesmen and the Motion Picture Bookers Club of New York.

Greenfield is about to leave for Albany, N. Y., to take up his new position as manager of Universal-International's exchange there.

50-Cent UPT Dividend

United Paramount Theatres' board of directors have declared a dividend of 50 cents per share on the common stock, payable on Dec. 18 to holders of record on Nov. 30.

Our congratulations to the biggest grossing theatre in Times Square!

☆

Buchanan & Company, Inc.

Congratulations to Paramount on their Twenty-Fifth Anniversary

JACK E. LEONARD

"Extra Padded Attraction"

Now appearing at the Paramount Theatre, New York

MPEA Aid

(*Continued from page* 1)

operation, but also contained several recommendations, including one that an MPEA New York headquarters and field staff of eight be maintained to liquidate MPEA business and carry it on in Austria and Yugoslavia where MPEA licenses are not due to expire until the latter part of 1952.

Additional $6,913,060

The Maas report indicated that while $8,607,040 was shared among the companies an additional $6,913,060 came from the dollar value of local currency advanced. With payments for prints and accessories, total payments to the companies in dollars and foreign currency amounted to $17,468,842.

The value of funds currently blocked and available for future participation payments was given as $9,089,220. Japan alone accounts for most of this total and Maas was optimistic that the better part of that money could be remitted in the next six monhs. Between now and August 30, 1952, additional transfers are foreseen from Japan ($600,000), Austria ($300,000) and Yugoslavia ($200,000). The Austro-Yugoslav business currently runs at a weekly gross level of $20,000 and is expected to continue.

Breakdown by Country

Country-by-country dollar remittances to date are as follows: Austria, $1,592,988; Bulgaria, $19,745; Czechoslovakia, $1,843,425; Germany, $836,225; Indonesia, $1,508,080; Hungary, $447,987; Holland, $2,450,487; Japan, $4,235,985; Korea, $3,935; Roumania, $45,800; Poland, $307,276 and Yugoslavia, $435,995.

The highest total of overall payments to the companies was reached in 1950, at $6,025,810. The net MPEA business, taking into account $9,227,078 in home office expenses, totaled $26,714,905.

Dublin Variety

(*Continued from page* 1)

Odeon (Ireland) Ltd.; Patrick Farrell and Peter Farrell, Capitol Theatre, Dublin; Jack Lyons, M-G-M, Ireland; Maurice Baum, Rialto Cinema, Dublin.

These officers and crewmen will be formally inducted along with the new tent at a special function on Friday, when International Chief Barker, Marc J. Wolf flies to Ireland from the U. S.

Wolf will be accompanied by his wife and will be joined in Dublin by a large delegation from the London Tent which Wolf will visit after his visit to Ireland. Before returning to his home in Indianapolis, Wolf and his wife will take a trip through France, Italy, Switzerland and as many other countries on the Continent as time will permit.

Las Vegas Tent Contributes $10,000 to Local Project

The Las Vegas Variety Club Tent No. 39 started off its pet charity project by handing over the first check for $10,000 to the chairman of the Committee for Handicapped Children. Presentation on behalf of the Tent was made by Jake Kazloff, Heart chairman for the Tent and Ben Goffstein, chief barker, and represents half of the original pledge $20,000.

Have You Signed the 1951 'Christmas Salute' to YOUR Variety Clubs - Will Rogers Memorial Hospital?

Cannot Telecast Awards to Theatres

Hollywood, Nov. 20. — A spokesman for the Academy of Motion Picture Arts and Sciences said today closed-circuiting Award ceremonies to theatres equipped with big-screen television, as discussed at the North and South Carolina TOA convention in Charlotte on Monday by Mitchell Wolfson, president of the national TOA, is among developments favored for ultimate adoption but could not be accomplished in time for the next Awards due to a multiplicity of contractual and mechanical problems not yet soluble.

20th-Fox's Net

(*Continued from page* 1)

amounted to 69 cents per share on 2,769,396 shares of common stock outstanding. The preferred stocks were both retired in full last July 13.

Consolidated net earnings, after all charges, reported by the corporation for the comparable 39 weeks of 1950 were $6,595,723 (including income of prior years of $2,401,210 from countries with currency restrictions), which after deducting preferred dividends amounted to $2.24 a share on the 2,769,168 shares of common stock then outstanding.

In the 39 weeks ended Sept. 29, 1951, the company reported gross income of $66,050,817 from film rentals and $43,618,276 from theatre receipts, compared with $64,836,975 from film rentals and $45,146,380 from theatre receipts in the same period in 1950. Total gross income from both sources was $109,669,276 for the 39 weeks of 1951 and $109,983,355 for the same period in 1950.

On the expense side, 20th-Fox charged off to amortization of film costs, $46,182,709 in the 1951 period, and $42,872,707 in 1950. Costs of film distribution, theatre operation and administration expenses were: $59,581,984 in 1951's 39 weeks and $59,309,683 for the same period in 1950.

50-Cent 20th-Fox Dividend

A dividend of 50 cents per share on the common stock of 20th Century-Fox has been declared, payable on Dec. 21 to stockholders of record on Dec. 5.

DuMont Tops Agenda

(*Continued from page* 1)

tinue to hold radio and TV licenses, and the UPT-ABC proposed merger. Further pre-hearing conferences are expected to be held in an attempt to simplify and expedite the complicated hearings.

At the hearings today, Roberts insisted that DuMont's early appearance in the hearings would help the company in getting a quick decision on its transfer from Paramount Pictures, Inc., to Paramount Pictures Corp., as well as a possible eventual decision that DuMont is not controlled by Paramount Pictures Corp. The group therefore agreed to take up at the outset of the hearing all issues concerning DuMont, with the exception of the directorship of both Paul Raibourne and Barney Balaban on both Paramount and DuMont boards.

Paramount

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25TH

ANNIVERSARY!

The Prize Baby



New US Competition For Argentine Films Seen by Golden

WASHINGTON, Nov. 20.—The return of U. S. films to the Argentine market under the recent approval of the Argentine Central Bank may force a revision in the "whole system of releasing films in Argentina," Commerce Department film chief Nathan D. Golden believes.

Golden Points Out

Golden pointed out that the Central Bank had approved U. S. distributors' applications for importing some 480 features—largely the best produced here in the 1949-51 period when U. S. films were kept out of Argentina—plus American newsreels. "Argentine producers are encountering real competition for the first time in more than a year," Golden said. "The National Bureau of Public Performances has reminded Argentine exhibitors that they must adhere strictly to the regulations on required 50 per cent showing time for Argentine films. The Bureau also reminded exhibitors they must show an Argentine documentary or newsreel for each performance. It appears the whole system of releasing films in Argentina may be revised."

'Birth of a Nation' Rights to Gould

David Gould, veteran foreign sales executive, has acquired foreign representation rights to the new sound version of "The Birth of a Nation" from H. E. Aitken who controls the world copyright to the 37-year-old D. W. Griffith production. The new sound version has a synchronized music score and sound effects, but no dialogue.

Gould reports that under a deal just concluded with Frieder International Corp., the picture has been licensed for immediate release in Japan, Indonesia, Formosa, Philippine Islands, Malaya, Singapore, Siam and Hong Kong.

Legion of Decency Puts 2 in Class B

Of the 21 films listed in the latest Legion of Decency report, 19 were placed in Class A and two in Class B. The latter were: "The Big Night," United Artists, and "The Light Touch," M-G-M.

TOA Panel On Grievances

(*Continued from page* 1)

volume of trade practice complaints consisted of Gael Sullivan, TOA executive director; Herman M. Levy, general counsel; Robert E. Bryant, newly-elected president of the Theatre Owners of North and South Carolina, and Pauline Griffith, executive secretary of the Carolina unit.

Bryant will appoint within a few days a committee of three exhibitors for the Charlotte exchange center to collect grievances, which in turn will be turned over to the regional chairman, E. D. Martin. Then if they require national attention, the grievances will go to a grievance board at TOA's New York headquarters.

Atlanta Meet

Martin expressed confidence that the next TOA regional meeting in Atlanta in early January, following patterns set in Charlotte and in New York, will be one of the most constructive moves made by TOA in resolving trade practice difficulties.

The grievance panel meeting, scheduled for a morning session only today, grew so "hot" that members voted to have it continued throughout the rest of the day. Sullivan reported that from the standpoint of the exhibitors the first panel was highly successful. Because the panel was held in closed session, some details were withheld by Sullivan and the results will have to be finalized at a later date.

Martin, head of the grievance panel, in the opening session made a strong plea that exhibitors speak their minds, that they document their cases, "chapter and verse," that they stand together with other exhibitors who agree with them. He pointed out that it is a favorite tactic of distribution to divide and conquer, and "we will either hang together or hang separately."

First complaint was registered by Hugh M. Sykes, Jr., of the Queen City Booking Service, Charlotte. He presented a lengthy brief on the evils of blind checking and abuses that come from assistant checkers hired by the ones originally assigned. He also called unrealistic the assumption that two and one-half persons per car is the average for drive-ins, explaining that on 100 cars going in, the count would be wrong by 50 admissions if there were only two people in each car. Others substantiated Sykes' complaints.

A long list of complaints on print shortages was registered by Howard Anderson of Mullins, S. C.; Alfred Starr of Nashville, Tenn., and Howard McNally of Fayetteville.

Bidding, Clearances

Longest discussion was on bidding and clearances, when it was claimed "that distribution had created artificial competitive situations, where they had established no 'rules of the game' that exhibition could live by." Leaders in this discussion were Irwin Rourke and Howard McNally of Fayetteville, Harry Pickett of Charlotte, Robert Jeffres of Rock Hill, and Alfred Starr of Nashville.

Also under sharp discussion by the Carolina exhibitors was a brief presented by S. T. Stoker on "forcing of features, tie-in bookings—forcing two or three mediocre pictures in order to get one good one."

Levy Sees Altered Drive-In Selling By Several Distributors

CHARLOTTE, Nov. 20.—If the present decision in the Milgram (Allentown Drive-in) case remains undisturbed, several distributors will have to revise their present sales policies with reference to drive-ins, Herman M. Levy, general counsel of Theatre Owners of America, today told the convention of the Theatre Owners of North and South Carolina.

The U. S. Circuit Court of Appeals for the Third Circuit affirmed in the action a lower court decision that the defendant distributors were guilty of a conspiracy in refusing to grant to the plaintiff drive-in an opportunity to negotiate for features on first-run, and in granting it only to downtown convcntional theatres.

May Appeal

"There is talk in the industry," Levy told the meeting, "that the distributors will seek permission to reargue the case before the Circuit Court, and, failing there, to seek the permission of the U. S. Supreme Court to appeal to that tribunal."

Levy said that while the case "dealt only with a first-run situation, the reasoning behind the decision might well apply, under similar fact situations, to those subsequent run drive-in theatres which seek to negotiate for a prior run enjoyed by a conventional subsequent run theatre."

He pointed out that the Circuit Court, in deciding as it did, "did not hold that all drive-ins are entitled to the privilege of negotiating for first run. What it did hold was that because this theatre was 'suitable' for showing first-run features, and because the distributors conspired to deprive them of that privilege, the plaintiffs were entitled to the relief requested."

Rogers Christmas Drive Progressing

Will Rogers Hospital Fund distribution chairmen in the 31 exchange cities report that all theatres have now received their 1951 "Christmas Salute Scroll."

These scrolls have in most cases been delivered by the film salesmen who are also following up for signatures and contributions from these theatres.

Charles J. Feldman, national distribution chairman, after reviewing the reports, stated, "We feel that our distribution forces are well organized.

Compo Seminar Unit

(*Continued from page* 1)

mittee was authorized last August at the industry round-table seminar involving production and exhibition which was held in Hollywood. The committee will be responsible for preparing an agenda for the next COMPO round-table conference, which is expected to include distribution as well as production and exhibition representatives.

Other members of the committee are: Mitchell Wolfson, president of the Theatre Owners of America; Trueman T. Rembusch, president of Allied States; Leo Brecher, board chairman of the Metropolitan Motion Picture Theatres Association, and Harry Brandt, president of the Independent Theatre Owners Association of New York.

Wisc. AITO Meet

(*Continued from page* 1)

used; kind of equipment that has been most successful; kinds of pictures and film prices for drive-ins, and business outlook for the future of drive-ins.

Other group discussions will include small towns, headed by Eric Brown of Plymouth; large towns, Russell Leddy, Green Bay, and subsequent runs in cities, by Angelo Provinzano of Milwaukee. Subjects discussed will be film prices, right and wrong allocation of pictures, film companies' selling policies and tactics, competitive bidding and advanced admission prices.

If You Have a Heart Give—Sign the 1951 'Christmas Salute' Scroll—Variety Clubs-Will Rogers Memorial Hospital.

Bryant Heads

(*Continued from page* 1)

39th annual convention here. He succeeded A. Fuller Sams, Jr., of Statesville, N. C., who became vice-president along with Harold Armistead of Easley, S. C.

Mrs. Walter Griffith was reelected executive secretary and treasurer in voting which saw the following members named to the board of directors: Howard Anderson, H. E. Buchanan, George D. Carpenter, J. B. Harvey, Harry Cooke, Howard McNally, Worth Stewartt, H. F. Kincey, J. F. White, Jr., W. H. Hendrix, Jr., Alfred Starr, Roy Rowe, J. H. Webster and Albert Scottile.

In other actions delegates last night welcomed visiting M-G-M film star Denise Darcel as guest of honor and aprpoved a resolution calling for arbitration of industry disputes and one commending distributors and exhibitors for their efforts toward improving public relations.

Perreau Press Schedule

A full schedule of television and radio appearances and newspaper and magazine interviews has been set by Universal-International for Gigi Perreau, child star, who has arrived in New York from California for a week here prior to a key city tour.

Miss Perreau is aiding in the advance promotion of "Week-End With Father," in which she is co-starred with Van Heflin and Patricia Neal.

Congratulations to the Paramount Theatre and Bob Weitman

from

MONTY SALMON

AND THE

RIVOLI THEATRE

Review

"Fixed Bayonets!"

(20th Century-Fox)

A SNOW-COVERED MOUNTAIN in Korea is the locale of the latest war picture. "Fixed Bayonets!" is a big, sprawling drama of a slogging infantry unit of ours fighting a rear-guard patrol action against the Communists. The picture is as topical as today's newspaper and compares quite favorably with the large-scale predecessor war dramas.

Minus the benefit of any women in the cast the film mirrors the thoughts and reactions, the fears and hopes of a group of "G.I.'s" while under heavy enemy attack. It is to the credit of the screenplay by Samuel Fuller that interest never flags and excitement flares frequently. Among those in the cast are Richard Basehart, a sensitive corporal with an instinctive reaction to killing a man; Gene Evans, a lusty red-bearded sergeant and a retread from World War II; Michael O'Shea, another sergeant and hardened marksman. Others in the fighting unit include Richard Hylton, Craig Hill and Skip Homeier.

There is a vividness to the combat scenes which take place in the vast snow wastes. It is the aim of the small isolated American unit to have the enemy believe that they are far greater in number. Constantly the outnumbering enemy makes stabbing thrusts that cut down the Americans. There is a dramatic intensity to the scenes in a cave where the group take refuge from the blasting, encircling enemy. Individual characterizations of the men and their relationships among one another are etched effectively. Toward the end, after enemy fire takes its toll, the command of the men falls to Basehart, and he learns finally to overcome his squeamishness about killing the foe. The tattered little unit is successful in putting out of commission an enemy tank and when at last their mission is completed and they miraculously rejoin the regiment. Jules Buck produced and Fuller directed. The screenplay was suggested by a novel by John Brophy.

Running time, 92 minutes. General audience classification. For December release.

MANDEL HERBSTMAN

MGM-MBS Programs

(*Continued from page* 1)

full Mutual network of 552 stations. The contract was approved a week ago in a deal negotiated in New York by Charles C. Moskowitz for M-G-M, and by Frank White for MBS, after negotiations of several months.

Half of the M-G-M programs, according to Mutual executives, will be offered for local sale by MBS affiliates. These include the four half-hours from 8:30 to 9:00 P. M., Mondays, Tuesdays, Thursdays, Fridays and the full-hour "M-G-M Theatre of the Air" on Saturday nights.

Program Follows

The programs, time and stars follow:

"WOMAN OF THE YEAR" (Mondays, 8:00 to 8:30 P. M., EST), with Bette Davis, two-time Academy Award winner, in the starring role of a series based upon the M-G-M film of the same name.

"CRIME DOES NOT PAY" (Mondays, 8:30 to 9:00 P. M., EST), a series featuring leading stars such as Bela Lugosi, Nancy Kelly, Sidney Blackmer, Betty Furness, Dan Keith and Margo. The programs are based upon Academy Award winning M-G-M film subjects.

"THE BLACK MUSEUM" (Tuesdays, 8:00 to 8:30 P. M., EST), featuring Orson Welles in a succession of tales taken from case histories in the records of Scotland Yard.

"THE STORY OF DR. KILDARE" (Tuesdays, 8:30 to 9:00 P. M., EST), co-starring Lew Ayres and Lionel Barrymore.

"M-G-M MUSICAL COMEDY THEATRE OF THE AIR" (Wednesdays, 8:00 to 9:00 P. M., EST), a full hour of entertainment with a full roster of M-G-M musical stars in condensations of such films as "Meet Me in St. Louis," "Anchor's Aweigh," "The Great Ziegfeld," and others.

"THE MODERN ADVENTURES OF CASANOVA" (Thursdays, 8:00 to 8:30 P. M., EST), Errol Flynn playing the lead in a series of dramatizations.

Other Programs

"THE GRACIE FIELDS SHOW" (Thursdays, 8:30 to 9:00 P. M., EST), with England's comedienne, in a half hour of songs and humor, assisted by Bernard Braden, Canadian actor; "The Keynotes," British vocal group, and Billy Ternant's orchestra.

"ADVENTURES OF MAISIE" (Fridays, 8:00 to 8:30 P. M., EST), with Ann Sothern.

"THE HARDY FAMILY" (Fridays, 8:30 to 9:00 P. M., EST), with Mickey Rooney in the role of Andy Hardy, Lewis Stone as Judge Hardy, and Fay Holden as Ma Hardy.

"M-G-M THEATRE OF THE AIR" (Saturdays, 8:30 to 9:30 P. M., EST), featuring the big names in Hollywood in a series directed by Marx B. Loeb. Among guest stars scheduled are Marlene Dietrich, Deborah Kerr, Charles Laughton, Burgess Meredith, Frederic March, Edward Arnold, Cornel Wilde, Margaret O'Brien, Ann Sothern, Peter Lawford, Robert Taylor, June Havoc and Jane Wyatt. Howard Dietz, librettist of Broadway musicals and M-G-M advertising-publicity vice-president, will act as host on these hour-long programs.

Supplemental Shows

These 10 programs will be supplemented with the re-scheduling of 12 outstanding MBS programs currently being heard, thus forming a solid block of entertainment from 8:00 to 10:00 P. M., six nights a week. Among these shows are "Crime Fighters," "War Front-Home Front," "Official Detective," "The Hidden Truth," "Mysterious Traveler," "The Family Theatre," "Rod and Gun Club of the Air," "Reporters' Roundup," "Magazine Theatre," "Twenty Questions," "Armed Forces Review" and "Lombardoland, U. S. A."

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RKO RADIO PICTURES, Inc.

TRADE SHOWINGS OF TWO PRODUCTIONS

	ON DANGEROUS GROUND	OVERLAND TELEGRAPH
ALBANY Fox Screen Room 1052 Broadway	Tues. 11/27 2:00 P.M.	Tues. 11/27 3:30 P.M.
ATLANTA RKO Screen Room 195 Luckie St., N. W.	Tues. 11/27 2:30 P.M.	Tues. 11/27 10:30 A.M.
BOSTON RKO Screen Room 122-28 Arlington St.	Tues. 11/27 10:30 A.M.	Tues. 11/27 2:30 P.M.
BUFFALO Mo. Pic. Oper. Screen Room 498 Pearl St.	Tues. 11/27 2:30 P.M.	Tues. 11/27 3:30 P.M.
CHARLOTTE Fox Screen Room 308 S. Church St.	Tues. 11/27 2:00 P.M.	Tues. 11/27 3:30 P.M.
CHICAGO RKO Screen Room 1300 S. Wabash Ave.	Tues. 11/27 2:00 P.M.	Tues. 11/27 11:00 A.M.
CINCINNATI RKO Screen Room 12 E. 6th St.	Thurs. 11/29 8:00 P.M.	Thurs. 11/29 9:30 P.M.
CLEVELAND Fox Screen Room 2219 Payne Ave.	Tues. 11/27 2:30 P.M.	Tues. 11/27 10:30 A.M.
DALLAS Fox Screen Room 1803 Wood St.	Tues. 11/27 2:30 P.M.	Tues. 11/27 10:30 A.M.
DENVER Paramount Screen Room 2100 Stout St.	Tues. 11/27 2:00 P.M.	Tues. 11/27 3:30 P.M.
DES MOINES Fox Screen Room 1300 High St.	Tues. 11/27 1:00 P.M.	Tues. 11/27 10:30 A.M.
DETROIT Blumenthals Screen Room 2310 Cass Ave.	Tues. 11/27 2:30 P.M.	Tues. 11/27 10:30 A.M.
INDIANAPOLIS Universal Screen Room 517 N. Illinois St.	Tues. 11/27 1:00 P.M.	Tues. 11/27 2:30 P.M.
KANSAS CITY Paramount Screen Room 1800 Wyandotte St.	Tues. 11/27 2:30 P.M.	Tues. 11/27 10:30 A.M.
LOS ANGELES RKO Screen Room 1980 S. Vermont Ave.	Tues. 11/27 2:00 P.M.	Tues. 11/27 10:30 A.M.
MEMPHIS Fox Screen Room 151 Vance Ave.	Tues. 11/27 12:15 P.M.	Tues. 11/27 2:30 P.M.
MILWAUKEE Warner Screen Room 212 W. Wisconsin Ave.	Tues. 11/27 2:00 P.M.	Tues. 11/27 10:30 A.M.
MINNEAPOLIS Fox Screen Room 1015 Currie Ave.	Tues. 11/27 1:30 P.M.	Tues. 11/27 10:30 A.M.
NEW HAVEN Fox Screen Room 40 Whiting Street	Tues. 11/27 2:00 P.M.	Tues. 11/27 3:30 P.M.
NEW ORLEANS Fox Screen Room 200 S. Liberty St.	Tues. 11/27 2:30 P.M.	Tues. 11/27 10:30 A.M.
NEW YORK RKO Screen Room 630 Ninth Ave.	Tues. 11/27 2:30 P.M.	Tues. 11/27 11:00 A.M.
OKLAHOMA Fox Screen Room 10 North Lee St.	Tues. 11/27 10:30 A.M.	Tues. 11/27 2:30 P.M.
OMAHA Fox Screen Room 1502 Davenport St.	Tues. 11/27 10:30 A.M.	Tues. 11/27 1:00 P.M.
PHILADELPHIA RKO Screen Room 250 N. 13th St.	Tues. 11/27 2:30 P.M.	Tues. 11/27 10:30 A.M.
PITTSBURGH RKO Screen Room 1809-13 Blvd. of Allies	Tues. 11/27 1:30 P.M.	Tues. 11/27 3:00 P.M.
PORTLAND Star Screen Room 925 N.W. 19th Ave.	Tues. 11/27 2:00 P.M.	Tues. 11/27 10:00 A.M.
ST. LOUIS RKO Screen Room 3143 Olive St.	Tues. 11/27 2:30 P.M.	Tues. 11/27 11:30 A.M.
SALT LAKE CITY Fox Screen Room 216 E. 1st St. South	Tues. 11/27 2:30 P.M.	Tues. 11/27 1:30 P.M.
SAN FRANCISCO RKO Screen Room 251 Hyde St.	Tues. 11/27 2:00 P.M.	Tues. 11/27 10:50 A.M.
SEATTLE Jewel Box Screen Room 2318 2nd Ave.	Tues. 11/27 1:30 P.M.	Tues. 11/27 3:00 P.M.
SIOUX FALLS Hollywood Theatre 212 N. Philips Ave.	Tues. 11/27 10:00 A.M.	Tues. 11/27 9:00 A.M.
WASHINGTON Film Center Screen Room 932 New Jersey Ave.	Tues. 11/27 11:30 A.M.	Tues. 11/27 10:30 A.M.

BanProduction Of Color TV For Theatres

WASHINGTON, Nov. 20.—Experimental work on large-screen color television could continue but mass production of receivers to get such large-screen color TV programs into theatres would be banned under a National Production Authority order issued here today.

The order resulted from a recent NPA conference with radio-TV industry officials at which industry members promised to discontinue producing home color TV sets. At that time, NPA said theatre television would not be affected.

However, NPA issued a loosely-worded order today which seemed broad enough to cover commercial production of color TV equipment for theatres, but on inquiry at NPA, reporters were told the ban on color TV equipment "covers theatres just as well as homes."

Critical Materials

The ban is designed to save critical materials for the defense program. Government officials argue that color TV would stimulate a demand for TV sets, and that, while each color set would use no more material than a black-and-white set, more sets would be sold.

The order specifically provides that experimental work can continue. It is believed that the 20th Century-Fox-CBS tie-up on theatre color TV is still largely in the experimental stage. The order also provides an "appeal" procedure whereby the industry might ask for an exemption as an "industrial" or "experimental" service when commercial production of large-screen color receivers is ready.

The order, effective immediately, declares that "except as otherwise provided in this section, no person shall produce or assemble any television set designed to receive or capable of receiving color TV, nor shall any person produce or assemble any product, attachment or part designed solely to permit or facilitate, or capable only of permitting or facilitating the reception of color television."

The exceptions include defense or atomic energy contract work, and any color television equipment "for use on a closed circuit for industrial purposes or by hospitals or educational institutions for instructional purposes." Appeals are allowed on hardship grounds or on grounds that the public interest is not served.

The order, and the interpretation by NPA officials that commercial production of color theatre TV equipment would be banned, came as a surprise to industry attorneys here. They speculated that an appeal might be made on the ground that theatre TV is a closed-circuit industrial service, or on the ground that so few theatres will have the new equipment that it could be called an "experimental service."

One lawyer said that "we couldn't very well expect them to knock out color for homes and allow it for theatres. What a howl there'd be."

Television--Radio

Comment and Opinion

THE National Broadcasting Company, and with it network radio, celebrated a silver anniversary last week. It was a proud occasion well worth noting, for besides motion pictures, and now television, nothing has had so profound an effect on the pattern of American culture as sound broadcasting.

It was a full quarter of a century ago that the Radio Corporation of America ran ads to announce formation of the National Broadcasting Company, with M. H. Aylesworth president, "to provide the best programs available for broadcasting in the United States."

With 5,000,000 homes already equipped with sets, the ad disclosed purchase of WEAF for $1,000,000 and solemnly promised that RCA was "not in any sense seeking a monopoly of the air" which would be "a liability rather than an asset."

There arrived the great day, Nov. 15, 1926, when the new network offered its inaugural program over 21 charter affiliated and four specially-added stations. Will Rogers was on hand for the event and so were Mary Garden, Weber and Fields, Titta Ruffo and others. It wasn't until Jan. 1, 1927, that the first Coast-to-Coast radio hookup became a reality.

Radio has come a long, long way since those days 25 years ago. Today, not entirely of its own account, it has reached a critical juncture. Some think television will take over. Not so Joseph H. McConnell, NBC's president. Calling radio "the basic means of communication in America" he had this to say at a luncheon of the Radio Executives Club:

"Some people say that television is going to swallow radio, and a lot of misinformed people believe it. I don't think this is the case. The question is not the death of radio, but how we are going to shape radio and television so that each will do its most effective job." McConnell takes the realistic approach.

☆ ☆ ☆

It's time someone reminded Jerry Lester that television now has a code. Some of his routines on "Sound Off Time" over NBC-TV Sunday were definitely off-color and unfunny. In direct contrast, Jack Benny scored a big hit on the Frank Sinatra show last week and, continuing in the comedy vein, Abbott and Costello knocked 'em out on the Colgate Comedy Hour.

☆ ☆ ☆

A grandiose experiment came off successfuly and also gave evidence of the effectiveness of skillful integration of film into a dramatic program when Ed Sullivan, on his CBS "Toast of the Town" program Sunday, presented an hour-long tribute to Robert E. Sherwood. It was an absorbing and delightful hour, wholly unexpected from a show usually preoccupied with variety acts.

The program demonstrated how a little imagination can go a long way. Stars like Helen Hayes, James Mason, Alfred Lunt and Raymond Massey appeared in excerpts from Sherwood plays and gave a good account of themselves. A film sequence from "The Best Years of Our Lives" and a clipping of President Roosevelt's first inaugural speech fitted in perfectly. Sullivan obviously wasn't at home on his own show that day. His between-scenes commentary was awkward and his lead-in to commercials lacked taste.

☆ ☆ ☆

Now that television has established its influence in elections, all the networks are making elaborate preparations for next year's Presidential campaign and coverage of election returns. One of these days someone is going to ask the question: Who is going to pay for all that time given over to the politicians? Every time a commercial program is cancelled, a network loses money. Some stations have indicated they may be less generous with free time offers next fall.

☆ ☆ ☆

Ethel Barrymore, first lady of the theatre, is about to succumb to television. She is negotiating with Republic Pictures who want her to narrate a series of TV films. Every time one of the big-time stars enters the new medium, it gains stature. FRED HIFT

Barrett with Consolidated

Halsey V. Barrett has been named Eastern sales manager for Consolidated Television Sales, Inc., by Peter M. Robeck, sales manager of the firm's Hollywood headquarters.

Cinn. Variety Meeting

CINCINNATI, Nov. 20.—The Cincinnati Variety Club will hold its annual election for the 1952 crew on Dec. 3. The crew, in turn, will elect officers a short time later.

TNT Obtains TV Rights From Garden

The acquisition of theatre television rights to select major Madison Square Garden winter events, including top college basketball games, was disclosed here yesterday by Theatre Network Television.

The initial selections will be major college basketball games beginning in December, continuing right through the season, and winding up with the National Invitational Tournament and the Olympic games playoffs, TNT announced. Theatre TV rights to these events, it was added, are for areas outside of New York City.

As to possible other Madison Square Garden events, TNT would not comment at this time whether it was planning to book boxing matches, hockey games and other contests held in the Garden.

It is expected that TNT will distribute most of the Garden events on the basis of local and regional attractions to theatres. In its announcement, TNT pointed out some of the excellent box-office results obtained by theatre telecasts of basketball contests last year.

Ginger Rogers Signs

(*Continued from page* 1)

by Robinson, is reported by industry sources to cover a period of more than five years, involving about $1,000,000.

CBS announced that Miss Rogers, in addition to starring in original productions, would sing, dance and act in adaptations of many of her screen productions.

TV to Aid Seal Sale

Special television material for use during the 1951 Christmas Seal sale have been produced by the National Tuberculosis Association for distribution by its affiliates to TV stations in various parts of the country.

Proceeds from the sale of seals support the year-round work of the 3,000 NTA associations in the United States.

Late Dec. Date Set For Eidophor Show

A new target date of "after Christmas" for the demonstration here of 20th Century-Fox's Swiss Eidophor - CBS theatre color television system was set yesterday by Earl Sponable, 20th-Fox research director, who has returned here from Zurich, Switzerland.

Regarding the question of whether it would be demonstrated in the Roxy Theatre, Sponable said that he did not have a chance as yet to talk with Spyros P. Skouras, 20th-Fox president, but a decision would be made shortly. The equipment, he added, is expected to arrive here early in December.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 100 NEW YORK, U.S.A., FRIDAY, NOVEMBER 23, 1951 TEN CENTS

Technicolor Announces Price Cuts

Kalmus Predicts Savings Of $750,000 Annually

HOLLYWOOD, Nov. 22.—Price reductions amounting to savings of $750,000 annually to the film industry, effective Dec. 1, were announced by Technicolor president Dr. Herbert T. Kalmus at a news conference in company headquarters today.

Cost release prints will be reduced from present .0548 cents per foot to .0533 cents, which Kalmus indicated, in reply to questions, might amount to about $13,000 savings per picture on the basis of 1951 volume. Reductions in the cost of other Technicolor services to clients varied over a wide range, with some unchanged, but with no increases in any category.

In a letter to clients, Kalmus pointed out that Technicolor labor costs went up approximately $1,260,000 annually as of

(*Continued on page 3*)

Set 'Vadis' for 7 More Loew's Houses

Seven more Loew's theatres will start experimental playings of M-G-M's "Quo Vadis" in six cities on Christmas Day, the company has announced. The policy for each theatre has not been decided yet.

The newly-scheduled premieres are: the State, New Orleans; Buffalo, Buffalo; Loew's, Indianapolis; Midland, Kansas City; Orpheum and State, Boston; and Palace, Washington.

The addition of the seven Loew's theatres brings the total to 17 in which "Quo Vadis" will have opened by the end of the year.

Exhibitor Praises Film Salesmen

Atlanta, Nov. 22.—Joe Portera, owner of the Lyric Theatre, Brookside, Ala., has ventured into Film Row here for the first time in his 19 years in the industry.

Asked why he never had made the trip before, his reply was that the cooperation of film salesmen was such that it never was necessary.

B & K Buys UATC's Half Interest in United Artists Theatre in Chicago

Chicago, Nov. 22.—Balaban and Katz Corp. has purchased from the United Artists Theatre Circuit, Inc., the latter's half interest in the United Artists Theatre here. Through this purchase the theatre, a first run downtown house, becomes a wholly owned operation of Balaban and Katz Corp.

The purchase was made possible by an order which was recently entered in United States District Court for the Southern District of New York amending the consent judgment entered in that court against Paramount, which at that time included the producing and distributing company and the theatre circuit, in March, 1949. The amendatory order applied to United Paramount Theatres, Inc., of which Balaban and Katz Corp. is a subsidiary. The order requires B. & K. to make the United Artists Theatre available for sale for a period of four months following Nov. 20, 1951. If the theatre is not sold within that time Balaban and Katz will be allowed to retain it.

New Theatre Building Is About at an End, Says US

WASHINGTON, Nov. 22.—Construction of new theatres is just about grinding to a stop, government officials believe.

They think the steel and copper shortages are now catching up with theatre construction, and that these projects will be very few and far between from now on, until the materials situation improves again "sometime very late this year."

The situation in the first quarter of 1952 is expected to be even worse than in the current fourth quarter, and the second quarter situation is expected to be just about the same as in the first quarter. The steel and aluminum supply situation "may" pick up in the third quarter of 1952, however. Government officials will not even guess how long it will before copper supplies get more abundant.

"For the fourth quarter, we approved only those projects which did not need much steel or copper or those which had the materials on hand," one National Production Authority official said, "Those projects are just getting fewer and fewer, and I doubt

(*Continued on page 3*)

Jacobson Is IATSE 8th Vice-President

Orin M. Jacobson of Tacoma, Wash., an international representative of IATSE since 1930, has been elected eighth vice-president by the general executive board, it was announced by Richard F. Walsh, international president. The election took place during the past week of IA executive board meetings here.

The vacancy on the board was created last May by the death of third international vice-president Floyd M. Billingsley of San Francisco.

Hunt Theatre TV Program Material

Leo Rosen, general manager of Fabian Theatres' Upstate New York drive-in operations, has been assigned to the Fabian home office here to make a survey of new sources of program material for large screen theatre television.

While the survey will be conducted exclusively by and for Fabian Theatres, any resultant opening up of new program sources will be made available to television-equipped theatres generally. A number of Fabian theatres have had equipment installed for some time. The irregularity of suitable program material has been a com-

(*Continued on page 3*)

Roach, Official in Deal for TV Films

A deal for "large-scale production of TV films for national and syndicated sales" between the Hal Roach Studio and Official Films has been completed.

William R. Goodheart, Jr., president of Official Films which produces for TV, announced that a program of TV shows already has been scheduled, with four planned for immediate production. The William Morris Agency, which represented Roach in the transaction, will handle national sales of the films produced by the new combination. It is contemplated that the majority will be produced on the Hal Roach lot.

Tells D. of J. Block-Selling Is Prevalent

Lawyer's Charges Prove Arbitration Need: TOA

The contention that certain distributors are guilty of "block-selling," of favoring individuals or circuits, and of other violations of the Federal court's industry anti-trust suit decree, has been made in a letter to the Department of Justice by Emmett Thurmon of the Denver law firm of Thurmon, Gregory & Taylor. Thurmon suggested that the anti-trust division investigate his contention.

The letter, made public by Mitchell Wolfson, president of Theatre Owners of America, who received a copy of it from Thurmon, was cited by Wolfson as containing observations that supported the need for an industry arbitration system.

"It would seem to me," Wolfson wrote to the anti-trust division, "that

(*Continued on page 3*)

Honor Weitman On Para. Anniversary

Industry executives, state and city government leaders, journalists and others gathered at Toots Shor's restaurant here on Wednesday for a luncheon tribute to Robert M. Weitman, vice-president of United Paramount Theatres, on the occasion of the silver anniversary of the New York Paramount Theatre. RKO Pictures and UPT were luncheon hosts. The anniversary film at the theatre is RKO's "Two Tickets to Broadway."

Praise of Weitman for his humanity, leadership, kindness, philanthropy,

(*Continued on page 2*)

Skouras, Lichtman, Einfeld to Coast

Spyros P. Skouras, 20th Century-Fox president; Al Lichtman, director of distribution, and Charles Einfeld, vice-president in charge of advertising and publicity, are slated to leave here for the Coast next week, probably on Wednesday, for conferences with studio heads on forthcoming product.

19 Cincinnati Houses Seek Tax Reduction

Cincinnati, Nov. 22.—Contending that television competition and general economic conditions have caused them to lose money, 19 suburban theatres in the Greater Cincinnati area have made a joint appeal to the local State Board of Tax Appeals for reductions in their real estate taxes, which represent a total of $800,000.

Following the hearing, which is expected to last several days, the matter will be taken under advisement, and a decision announced by state officials in Columbus.

3 Baltimore Houses Increase Prices

BALTIMORE, Nov. 22.—Three downtown theatres here have boosted prices with the arrival of Thanksgiving attractions. They are the Town and Hippodrome, owned by I. M. Rappaport, and Loew's Century. New top will be 68 cents, plus 12 cents tax, compared with the former 65-cent total for evening, holidays and weekend matinees. Weekday matinee prices are unchanged.

McMahon Head of Buffalo Colosseum

BUFFALO, Nov. 22.—John McMahon has been elected president of the Buffalo Loge of the Colosseum of Motion Picture Salesmen. Other officers elected include Michael Jusko, treasurer; and Herb Gaines, secretary.

Honor Weitman

(*Continued from page* 1)

intelligence and magnetism was voiced by Ned E. Depinet, RKO Radio president; Judges Samuel Liebowitz and George Beldock; actors Gloria DeHaven, Tony Martin, Henny Youngman and Joey Adams; Nathaniel L. Goldstein, Attorney-General of New York State; Charles Horowitz, Deputy Mayor of New York, and UPT executives Walter Gross and Edward Hyman.

Liebowitz summarized the tributes of all when he termed Weitman "the sweetest guy this side of heaven." Leo Cherne, chairman of the Research Institute of America, who confessed allegiance to Madison Avenue, described the UPT vice-president as "the most beloved figure this side of Fifth Avenue."

Voicing his thanks to the gathering, Weitman, who started in the industry as a management apprentice at the Paramount Theatre and rose to managing director, reminded that the theatre's significance was not the result of one man's work. He named many with whom he worked during the years as also deserving of credit. Among those he cited was the late Jack McInerney, who served as the theatre's publicity director.

Personal Mention

HARRY M. WARNER, president of Warner Bros., is scheduled to leave here for the Coast today, following a two-weeks visit. JACK L. WARNER, production head, returned to the Coast from here early in the week.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will address the annual convention of Independent Exhibitors of New England at the Copley Plaza Hotel in Boston, Dec. 4.

•

LEE KOKEN, head of the RKO Theatres' vending department, is vacationing in Florida and from there will visit New Orleans on business.

•

A. W. SCHWALBERG, Paramount vice-president in charge of distribution, returned here last night from a Florida honeymoon trip.

•

ANATOLE LITVAK, producer, will arrive here from Hollywood Monday.

ARNOLD PICKER, United Artists vice-president in charge of foreign distribution, returned here on Wednesday from a European business trip, his first since joining the company recently.

•

JUDITH TANNEY, daughter of JOSEPH A. TANNEY, head of S. O. S. Cinema Supply Corp., has become engaged to LLOYD E. HAMBURGER of the U. S. Army. The wedding is set for next June.

•

JAMES R. GRAINGER, Republic Pictures executive vice-president in charge of sales and distribution, will be in Washington today and will return here tomorrow.

•

JOHN MURPHY, handling Loew's out-of-town theatre operations, will return here Monday from Atlanta.

Balaban and Katz Sells Two Theatres

CHICAGO, Nov. 22.—The West Side Admiral and Drake theatres have been sold by Balaban and Katz to a syndicate represented by attorney Louis Sherman, with the properties to change hands on Jan. 1. Sherman said the properties were bought strictly as a real estate investment and that they most likely would be converted to commercial use other than for the exhibition of films.

Essaness Unloads A Theatre

CHICAGO, Nov. 22.—Essaness Theatres Corp. is returning the North Side Devon Theatre to the landlord, Knickerbocker Building Corp. at the end of this month when the circuit lease on the house runs out. The theatre will be operated by the landlord with veteran exhibitor Morris Reingold as managing director.

Stars Set for 'Spy' Premiere Nov. 27

Marilyn Maxwell has joined the troupe of stars who will accompany Bob Hope to Bellaire, Ohio, for the world premiere of his new Paramount comedy, "My Favorite Spy," Nov. 27, at the home of Mrs. Anne Kuchinka. Others include Rhonda Fleming, Jan Sterling, Gloria Grahame and Jerry Colonna. Earl Wilson, columnist, also will be a guest.

Mrs. Kuchinka was the winner of a contest sponsored by Paramount in conjunction with the opening of the film.

Named to DuMont Board

Percy M. Stewart has been elected to the board of directors of Allen B. DuMont Laboratories, Inc. Stewart, a partner of Kuhn, Loeb & Co., has been associated with that firm since 1906. A regular quarterly dividend of 25 cents per share on DuMont's outstanding preferred stock, payable Jan. 1, to stockholders of record on Dec. 15, was also announced.

Robert Elliano Heads Connecticut Variety

HARTFORD, Nov. 22.—Robert Elliano, owner of the Colonial Theatre at Walnut Beach, Conn., has been elected chief barker of Variety Club of Connecticut, Tent No. 31, succeeding Herman M. Levy, general counsel of the Theatre Owners of America and executive secretary, of the Motoin Picture Theatre Owners of Connecticut.

Also named were John Pavone, Monogram, first assistant chief barker; Morris Jacobson, second assistant; George Webber, property master; Sam Germaine, re-elected dough guy. The board of directors are Ben Simon, George Milwain, I. H. Levine, Joseph DiFrancesco, Henry Smith, George H. Wilkinson, Jr., Barney Pitkin, Lou Brown, Ray Wylie, Levy.

Installation of officers will be held at a special dinner on Dec. 1 at club headquarters at New Haven.

RKO Names Mendel To German Post

The appointment of Max Mendel as RKO Picture's general manager in Germany was announced here by Phil Reisman, vice-president in charge of foreign distribution. Mendel, long connected with foreign distribution, recently was general manager of Universal-International's office in Germany. Previously, he was supervisor for U-I in Holland and Scandinavian countries.

Loew's Sets Dividend

Directors of Loew's, Inc., have declared a regular quarterly dividend of 37½ cents per share on the company's common stock, payable Dec. 21, to stockholders of record Dec. 11.

Para. Promotes Regan

JACKSONVILLE, Fla., Nov. 22.—Dick Regan has been made office booking manager in Paramount's branch here by Edward Chumley, manager. Regan replaces Jack Riggs, resigned.

Will Hold Garland Through December

It is now planned to extend Judy Garland's engagement at the two-a-day RKO Palace through December at least. Since her bow at the Palace on Oct. 16, management reports a steady high gross for all performances.

20th-Fox Sets Field Exploitation Meet

A special regional meeting to implement Central and Midwest area campaigns on 20th Century-Fox's "Fixed Bayonets!" will be held in Chicago over the weekend, attended by field exploitation representatives.

Stirling Silliphant, publicity manager, will be in Chicago for the sessions to meet with Chick Evans, Ted Tod and Sol Gordon of 20th-Fox's field forces. The meeting was called by Rodney Bush, exploitation manager.

James C. Ritter, Allied Founder

DETROIT, Nov. 22.—Funeral services will be held here tomorrow at the Verheyden Funeral Home for James C. Ritter, pioneer Detroit exhibitor and one of the founders of Allied States Association. A former president of Allied, he had been active in exhibitor affairs until illness forced his retirement several years ago.

Abram F. Myers, Allied general counsel, paid tribute to Ritter as a man of "high ideals, staunch in his loyalties" whose contribution to Allied was "second to none."

NEW YORK THEATRES

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Technicolor

(*Continued from page* 1)

Oct. 25, on the basis of 1951 employment, which more than offsets a decrease in costs estimated at $1,240,000, represented by the elimination of the excise tax on raw film. He told the press that price-reduction, whenever possible due to improvement of laboratory processes or techniques, has been Technicolor policy since the company's inception. He said the company's output of theatrical film in 1951 will closely approach 400-million feet, and will exceed that figure in 1952 as plant expansion increases capacity.

In response to questions on other aspects of Technicolor activity, Kalmus said progress on the development of a color-tube for television, toward which the company allocated $500,000 last year and on which it is working in partnership with RCA, is progressing as anticipated, but declined to speculate as to when results will be announced. He also revealed that the company is conducting research and experiments on magnetic-tape recording process which would tape-record image, sound and color, for theatrical or television purposes, but said he believes no apparatus or result thus far announced or demonstrated resembles that which may become standard when and if such facility is proved practicable in a commercial sense.

SMPTE to Hear of 3 New Processes

Three members of the research staff of Eastman Kodak, Rochester, will present new information on motion picture technical matters before the Atlantic Coast section of the Society of Motion Picture and Television Engineers here at the Henry Hudson Hotel Wednesday.

G. C. Higgins will present a new method of measuring picture sharpness which may replace resolving power data which is shown to be an incorrect measure for sharpness.

J. G. Streiffert will describe a new film sprocket which reduces flutter in sound prints and unsteadiness in picture prints when used in a motion picture film printer.

A. C. Robertson will present the results of an analysis of the dimensions of 16mm. release prints in film exchanges.

E. M. Stifle is chairman of the Atlantic Coast section of the SMPTE.

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CORRECTION

RKO Radio Pictures, Inc. Trade Show of "ON DANGEROUS GROUND" for Buffalo, at the Motion Picture Operators Screen Room, 498 Pearl St., will be held at 2:00 P.M. instead of at 2:30 P.M. as advertised.

Reviews

"Week-End With Father"

(*Universal*)

A LIVELY farce that rolls through many ludicrous scenes has been fashioned by producer Ted Richmond in this Universal production. The plot deals with the romance of a widow and widower and their attempt to win over their opposing children to the idea of their marriage.

The title "Week-End With Father" stems from the story situation which finds Patricia Neal, who plays the attractive widow, Jean Bowen, suggesting that she and her suitor, Van Heflin, a widower with two children, spend the weekend at the summer camp where their respective children are staying. Let it be added, to complicate matters, Miss Neal is the mother of two boys and Van Heflin the father of two girls. All the children are staying at the same Maine camp and develop an immediate hatred of one another as soon as they're introduced.

Added spice is lent by other complications—Van Heflin, an advertising agency executive, is being chased by an ambitious TV actress, Virginia Field. Miss Neal, in turn, is being amorously eyed by a muscle-bound health advocate, the chief camp counsellor, Richard Denning. And with everyone present for the weekend at Camp Minnishwaka, the fur really flies. It brought many a chuckle from the sneak preview audience.

Special mention should be made of the children in the cast for they handle their roles well and before the end finally realize the error of their ways and bring their parents together. They are Gigi Perrau, Janine Perreau, Jimmy Hunt and Tommy Rettig.

Douglas Sirk directed from a screenplay by Joseph Hoffman based on a story by George F. Slavin and George W. George.

Running time, 83 minutes. General audience classification. For December release.

MURRAY HOROWITZ

"The Lady Says No"

(*Ross-Stillman—United Artists*)

A BRIGHT title and the marquee attraction of Joan Caulfield and David Niven are the assets of this initial venture of the production team of Frank Ross and John Stillman, Jr. It's a lightweight romantic comedy involving a virile *Life* magazine photographer's encounter with a shy, attractive miss who has written a best-seller which disparages the male sex. Exhibitors who may still be smarting from *Life's* recent attack on the industry, may indeed marvel that this film has given considerable footage to holding the magazine in favorable light. One might go so far as to describe the picture as a resounding "plug" for the publication. Obviously, production of the picture was well underway before *Life* took its crack at the industry.

The story idea, while by no means original, could very well have been made into a gay, bouncy film with tight writing and direction. However, Robert Russell, who did the screenplay, and Ross, who directed, chose to milk each situation and scene of its comic qualities by allowing the dialogue to drag and the slapstick to follow the most primitive pie-throwing formula. A clever line is slipped in here and there, however, to evoke an occasional chuckle.

When Niven undertakes to do a picture lay-out on authoress Caulfield it appears inevitable that they will wind up in love, nothwithstanding her prudery and disdain for men. The picture moves from her bungalow to an ocean-side setting to a night club and back to the bungalow for a series of interludes that poke good-natured fun at love-making and the parrying that sometimes accompanies it. Supporting roles are filled by Lenore Lonergan, James Robertson Justice, Frances Bavier, Peggy Maley, Henry Jones and others.

Running time, 80 minutes. General audience classification. Release date, Nov. 16.

CHARLES L. FRANKE

New Theatres

(*Continued from page* 1)

if there are more than a handful left. We have practically no applications for building in the first quarter of next year."

This official sees only two types of new theatre building likely in the immediate months ahead: where a theatre is needed in connection with some new military or defense production agency; or where it is needed to replace a flooded or burned down theatre which is essential to someone's livelihood.

Set Quarter Deadline for Construction Allocation

WASHINGTON, Nov. 22.—The National Production Authority said that anyone who wants government allocations of materials for construction work during the second quarter of 1952 or later quarters must file applications by Dec. 15.

NPA emphasized that firms whose applications for materials in the fourth quarter of 1951 or the first quarter of 1952 were turned down should reapply now. It said that it is hoped that the structural steel supply will be more abundant in the latter half of 1952, and that projects which have been turned down now because of the steel shortage may later get an okay.

Are You Doing All You Can to "Help Care for Our Own" by Getting All Your Employes to sign the 1951 'Christmas Salute'?

Theatre TV

(*Continued from page* 1)

mon problem of all TV-equipped theatres and the survey is designed to determine what solutions for the problem might be found through systematic examination of available or adaptable entertainment and other material.

Formerly of Station WROW

Prior to joining Fabian Theatres, Rosen was sales manager for Station WROW, the Mutual outlet in Albany, N. Y.

Tells D. of J.

(*Continued from page* 1)

if we could develop a fair and impartial system of voluntary arbitration, problems such as Mr. Thurmon and others are complaining about might very well be solved without the necessity of going to court, with its attendant cost and delay to the small exhibitors, as well as to the big companies."

Thurmon, who in his letter to the Justice Department identified himself as one who has been directly interested in the motion picture business for some 25 years, wrote: "No doubt, an investigation would disclose that certain motion picture distributors, with which you are quite familiar, are still directly, and/or indirectly 'block-selling' and that they are not living up to the spirit and/or the letter of the agreed Federal Court decree against the film producers and distributors brought about through your effort."

Pictures 'Milked'

The attorney recounted problems presented by "move-overs," stating: "It isn't difficult to realize that under such conditions the picture has been 'milked' by the chain operation to the detriment and disadvantage of the independent theatres." In this connection he cited the booking of RKO Pictures' "Flying Leathernecks" into the Wolfberg Circuit's Broadway, a Denver independent first-run house, and its booking two or three weeks later into Wolfberg drive-ins nearby and thence into other Wolfberg houses. This was the only picture mentioned in the Thurmon letter.

Concerning the alleged "block-booking," Wolfson wrote: "To my knowledge, this is the first complaint that I have received, since my recent election, in which an exhibitor or his attorney has complained about block-booking. My recommendation is arbitration."

Regarding Thurmon's complaint of print shortages, Wolfson said he believed it valid. "I disagree, however, that any particular individual or chain is being favored, one above the other. But if this were true, again this could be settled by arbitration." He urged arbitration too of the "move-over" complaint.

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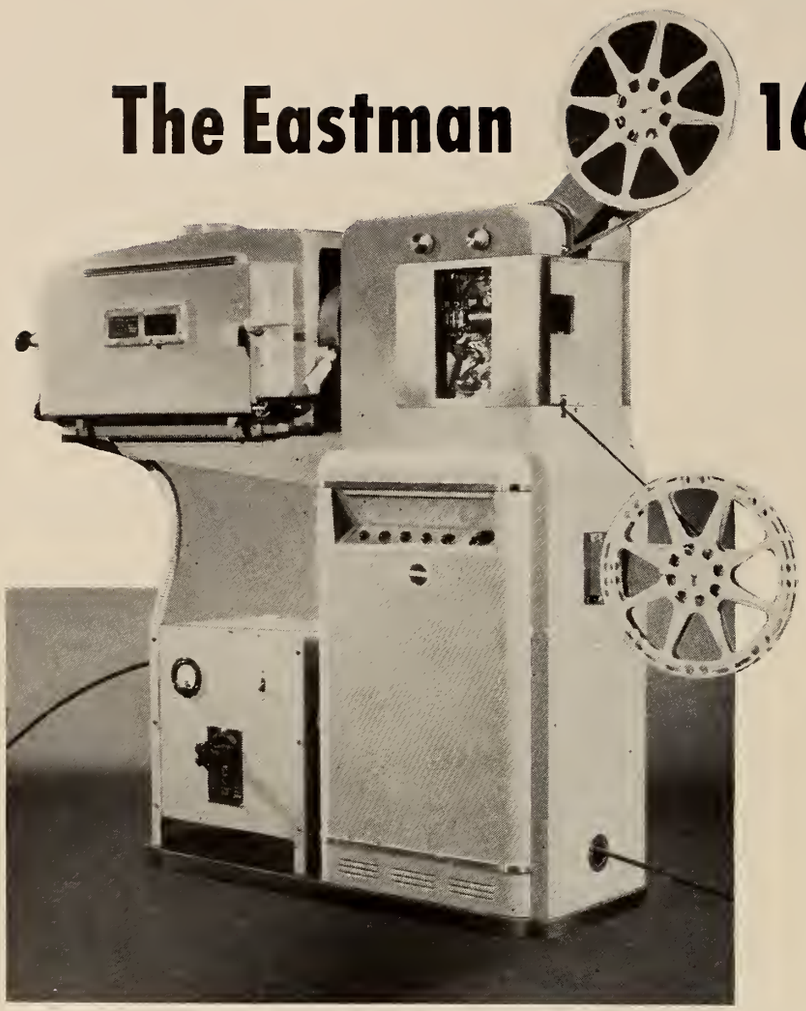
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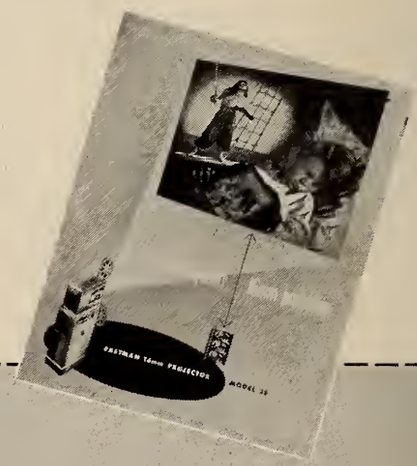


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NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 101 NEW YORK, U.S.A., MONDAY, NOVEMBER 26, 1951 TEN CENTS

Claims Greene Would Control RKO Theatres

Offered 'Inducements' To Join Him: Schwartz

Sol Schwartz, RKO Theatres president, states in an "open letter" to David Greene, chairman of a stockholders committee which is seeking representation on the board of directors of the company through a proxy battle now in progress, that he was offered "inducements" by Greene to aid the latter's objectives.

Schwartz intimates that Greene actually is seeking control of RKO Theatres and asserts in the letter that Greene's solicitation of stockholders has included "distortions" which he feels it necessary to clear up.

One of Greene's solicitations criticized RKO Theatres management because under the company's by-laws it is authorized to issue stock warrants. Schwartz charges that Greene, during a private luncheon, had "ridiculed"

(*Continued on page 3*)

D. C. Theatres Lose 1-Man-in-Booth Bid

WASHINGTON, Nov. 25.—The District of Columbia Commissioners have turned down the request of Local exhibitors to drop a local regulation requiring two operators to be in theatre booths during all showings.

The Theatre Owners of Metropolitan Washington made the request, arguing that with the almost universal

(*Continued on page 3*)

CBS-TV Will Carry Disney Yule Show

The entire CBS television network and many affiliated outlets will carry the one hour "Walt Disney Christmas Show" on Christmas Day this year. Much more time will be devoted to famous Disney cartoons than in last year's telecast, but at the same time live personalities, headed by Disney himself, will have prominent parts in the program. Among the cartoons will be a section from Disney's next feature, "Peter Pan."

TOA-Allied-Distributors Rentals Conference Urged

A meeting among Theatre Owners of America, Allied States Association and distribution representatives to "wrestle with the film rental subject," has been recommended by Thomas James of the Comet Theatre, St. Louis, to Theatre Owners of America national officers.

"Because, unlike other industries, after 40 years this problem remains the same, no 'measuring yard stick' has been found for film rentals, TOA could announce a film clinic on the top level," James suggested.

"Invite in the near future a representative of Allied and other national theatre organizations and distributor representatives either in New York or elsewhere, get in a sincere huddle, wrestle with the film rental subject, not once but periodically, until commen sense levels are reached and confidence is established between seller and buyer as in other industries," he proposed.

James urged also that the Hollywood studios open their doors once a

(*Continued on page 3*)

Illinois Drive-In Files $225,000 Suit

CHICAGO, Nov. 25.—Attorneys Samuel T. Lawton, Sr., and Samuel T. Lawton, Jr., have filed suit on behalf of the 54 Drive-In Theatre, Inc., Kankakee, Ill., in the Federal District Court of Northern Illinois asking $225,000 damages ($75,000 trebled) from Paramount Pictures, Inc.; Paramount Film Distributing Corp.; RKO Pictures; 20th Century-Fox; Universal; Columbia; Loew's, Inc.; Warner Brothers Picture Distributing Corp.; United Artists Corp.; Balaban and Katz Corp.; Publix-Great States Theatres, Inc.; the Luna Theatre Corp.; and the owners of the Luna Theatre Corp., Mannie Gottlieb and

(*Continued on page 3*)

MPAA Hosts British Production Leaders

WASHINGTON, Nov. 25.—Reginald Baker, president of the British Film Producers Association, and Sir Henry French, BFPA director general, were guests of honor at a luncheon at Motion Picture Association headquarters here Friday.

The two British film industry spokesmen are in this country to discuss with American film industry officials ways of increasing British film rentals here. They returned to New York over the week-end.

MPAA president Eric A. Johnston attended the luncheon, as did vice-president Joyce O'Hara and Richard P. MacDonald of MPAA. Other

(*Continued on page 2*)

NCAA Bars Illegal, D. of J. Believes

LOUISVILLE, Ky., Nov. 25.—The Justice Department believes the National Collegiate Athletic Association's restrictions on home telecasts of college football games violate the anti-trust laws.

The NCAA program is an experiment to assess the effects of television on gate receipts.

The Justice Department attitude was outlined by Victor Kramer, chief of litigation in the Anti-Trust Division, in answer to a request by Station WHAS-TV for action to permit telecasting of the Kentucky-Tennessee football game. "The NCAA some time ago was warned that its so-called television research experiment

(*Continued on page 3*)

Cut NPA Tape for Equipment Makers

WASHINGTON, Nov. 25.—The National Production Authority has taken action to make things simpler for manufacturers of theatre equipment who use relatively small amounts of steel, copper and aluminum.

Starting with the second quarter of 1952, NPA said, firms which manufacture "Class B" products and which use less than 30 tons of carbon steel a quarter, eight tons of alloy steel, 1,500 pounds of stainless steel, 3,000 pounds of copper or 2,000 pounds of aluminum, can self-certify their orders for these metals without formal application to or authority from the NPA.

(*Continued on page 3*)

Amacher Named U.A. Kansas City Mgr.

Ralph Amacher, industry veteran and former United Artists sales manager in San Francisco, has been appointed UA branch manager in Kansas City to fill the vacancy created by the death Nov. 16 of William Truog, it was announced here by William J. Heineman, distribution vice-president.

Amacher, before his assignment in San Francisco, headed the Seattle-Portland operations of Eagle-Lion.

Plan Million Dollar 1952 'Movietime'

On Agenda of COMPO's Board Meeting in Jan.

Plans for the expenditure of over a million dollars on a 1952 "Movietime U.S.A." campaign are slated for discussion at the forthcoming Council of Motion Picture Organizations executive board meeting, which now is expected to be held shortly after the first of the year rather than in December, as originally scheduled.

Preliminary calculations of the cost of the 1952 drive are based on the estimated expenditure for this year's "Movietime" activities. A COMPO spokesman indicated at the weekend that when all financial reports on the 1951 nationwide drive are received at the New York headquarters the total expenditure very likely will be $1,200,000.

This figure will show, he added, that the exhibitors of the country matched

(*Continued on page 3*)

Schmidt Resigns As Col. Ad Director

Arthur Schmidt, director of advertising-publicity and exploitation for Columbia, submitted his resignation to the company on Friday, effective with the expiration of his current contract, Dec. 31.

Schmidt's future plans were not announced. No successor has been named by the company yet. Regret at Schmidt's decision to resign was ex-

(*Continued on page 3*)

May Reactivate TOA Unit in Albany

A conference to discuss the reactivation of the Theatre Owners of Albany, N. Y., Exchange Area, will be held at TOA headquarters here Thursday. Harry Lamont, chairman of the Albany unit for the last two years, and Louis Sumberg, Albany attorney, will meet with Gael Sullivan, executive director, and other TOA officials.

The Albany unit has been dormant for the last year.

Mary McCall Named President of SWG In Heated Contest

HOLLYWOOD, Nov. 25.—Mary McCall defeated incumbent Karl Tunberg for the presidency of Screen Writers Guild by a vote of 263 to 194 in a hotly contested annual election.

A coalition of right and left wing forces, supported by dissident middle of the roaders, combined to defeat the executive board's summoning of Adele Buffington, anti-Communist, and Michael Wilson, who last September cited the Fifth Amendment in refusing to testify at the house Un-American Activities Committee hearings, to disciplinary hearings on charges of conduct "prejudicial to the best interests of the guild."

In other election results Richard Murphy was elected first vice-president; Richard Breen, second vice-president; Howard J. Green, secretary; Wells Root, treasurer. Elected to the board for two year terms were Ivan Goff, Robert Pirosh, Robert Carson, John Monks, Jr., Everett Freeman, Barry Shipman, Dorothy Hughes and Harold Greene.

Clagett Leaving MPAA Post Dec. 14

WASHINGTON, Nov. 25.—Manning Clagett will resign his information post with the Motion Picture Association, effective Dec. 14, it was announced.

Clagett, who was hired four years ago as assistant director of information in MPAA's Washington office and who has been acting information director for the past 10 months in the absence of Kenneth Clark, is quitting to handle the estate of his father, the late Judge Brice Clagett, who died Oct. 26. A veteran Washington correspondent, Clagett has been serving as assistant to acting MPAA president Joyce O'Hara as well as heading the information division.

MPAA Hosts British

(*Continued from page* 1)

guests were: Uruguayan Ambassador Mora, Australian Ambassador P. C. Spencer, Sen. Johnson (D., Colo.), Sir Christopher Steel and P. H. Gore-Booth, ministers at the British Embassy, Paul Malone of the Canadian Embassy, Donald Baruch and Col. Clair Towne of the Defense Department, Carlton Hand of the State Department, and Nathan D. Golden of the Commerce Department.

Baker, French to Be Honor Guests At MPAA Reception Here Thursday

Maj. Reginald Baker and Sir Henry French, president and director general, respectively, of the British Film Producers Association, will be honor guests of the Motion Picture Association of America at a reception at the Hampshire House here on Thursday. Among those invited to attend are the presidents and foreign managers of the film companies and others in the industry. The Britishers are scheduled to leave for London a day or two later.

Personal Mention

DR. RENATO GUALINO, managing director of Italian Films Export, left here at the weekend for Paris. He will return to Rome from there.

•

OSCAR MORGAN, general sales manager of short subjects and Paramount News, will return here today from Atlanta and Jacksonville.

•

BERNARD JACON, Lux Film vice-president in charge of sales, left here Friday for the Coast, Midwest and South.

•

UDA B. ROSS, Westrex Corp.'s regional manager for Latin America, has left here to visit the Caribbean area.

•

DAN S. TERRELL, M-G-M exploitation head, will be in Pittsburgh today for the Western Pennsylvania Allied convention.

•

W. C. GEHRING, 20th Century-Fox assistant general sales manager, will return here today from Texas.

JOSEPH I. BREEN, Production Code Administrator, is due to arrive in New York today following an extended vacation in Spain. He will leave here for the Coast in a few days.

•

RUBE JACKTER, Columbia Pictures assistant general sales manager, and GEORGE JOSEPHS, assistant to A. MONTAGUE, general sales manager, will leave here today for San Francisco.

•

HENRY NATHANSON, TED GOULD, GARFIELD CASS and DEWEY BLOOM, all of M-G-M Films of Canada, have returned to Toronto from New York.

•

ERNEST EMERLING, Loew circuit publicity and ad head, returned here Friday from Memphis.

•

HERB STEINBERG, Paramount Pictures publicity manager, left here over the weekend for Bellaire, Ohio.

•

BILL CUNNINGHAM of *McCall's* magazine left here over the weekend for Hollywood.

U. S.-Canadian Tax Treaty Aids Talent

WASHINGTON, Nov. 25.—More U. S. films may be made in Canada as a result of a new tax convention which has just gone into effect.

At present, talent workers who make a film in Canada are taxed on their earnings there no matter how short a time they are in the country. In June, 1950, the U. S. and Canada negotiated a new tax treaty on various income tax problems. The Senate ratified the treaty on Sept. 17, 1951, with the stipulation that it take effect only if Canada agreed to exempt U. S. entertainers from Canadian taxes on their earnings in Canada unless they are in Canada for six months or more in a year. The Canadian government has now notified the U. S. that this change is acceptable and the necessary documents have been signed to put the treaty into effect.

U.A. Acquires New Ben Hecht Picture

Ben Hecht's new film, "Actors and Sin," starring Edward G. Robinson and Marsha Hunt, has been acquired by United Artists for release in 1952, it was announced by Arthur B. Krim, UA president.

Based on two of the author's stories, the film was produced and directed by Hecht from his own screenplay.

New York Leading in UA Sales Campaign

The New York branch is leading the current United Artists sales drive with a percentage standing of 133.8, it was reported here on Friday by William J. Heineman, distribution vice-president. New Orleans is running second with 122.3 per cent of its quota. The drive will continue to the end of the year. Behind the two leaders are the following branches, in the order named: Charlotte, San Francisco, Denver, and St. Louis.

Bob Hope En Route To Parlor Premiere

Bob Hope, a delegation of Paramount film stars and members of his radio troupe will leave Hollywood tonight by plane for Bellaire, Ohio, where Hope's new film, "My Favorite Spy," will premiere in the living room of Mrs. Anne Kuchinka, a Bellaire housewife, who won the privilege with a letter, judged the best of thousands submitted, explaining, "Why I would like to have 'My Favorite Spy' premiered in my home."

Youngstein, Pickman To Pittsburgh Meet

Jerry Pickman, advertising-publicity director for Paramount, and Max E. Youngstein, United Artists vice-president in charge of advertising-publicity, leave here for Pittsburgh today to address the annual convention of Allied Theatre Owners of Western Pennsylvania. Both will discuss advertising and exploitation planning for new releases of their respective companies.

Mendelsohn Named Lippert N.E. Mgr.

BOSTON, Nov. 25.—Irving Mendelsohn has been appointed New England manager for Lippert Productions covering the Boston and New Haven exchange areas, effective Jan. 1. Mendelsohn is sales manager for United Artists' Boston exchange at present.

John Davis to Canada

John Davis, managing director of the J. Arthur Rank Organization, London, left here on Friday for Toronto to inspect the Rank Canadian Odeon interests. Accompanied by Ronald Leach, financial adviser to the Rank Organization, Davis is due back here tomorrow and is scheduled to return to London at the end of the week or early next week.

Newsreel Parade

THE Korea peace efforts and the crisis in Korea take the spotlight in the current newsreels. Other items include election speculation, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 95—Movietone News presents the 1951 All-America team. President Truman talks about 1952. Tension grips Suez Canal. Tokyo hails Joe Louis. Vishinsky pets dove of peace.

NEWS OF THE DAY, No. 225—All-America stars of 1951. British move to end crisis in Suez. Paratrooper drill in Korea. Arms issue stirs UN meet in Paris. Junior rodeo in action.

PARAMOUNT NEWS, No. 28—U. S. paratroopers in practice maneuvers. Joe Louis still the champ in Tokyo. Prohibition party names its candidate. Paramount News presents the 1951 All-American football team.

TELENEWS DIGEST, No. 47-B—Steel negotiations explained. Korea peace efforts. Chinese Reds woo India. Malaya: operation starvation. UN's permanent headquarters. German youth program underway.

UNIVERSAL NEWS, No. 511—Crisis in Egypt. President Truman's speech. B-29's go back to battle. Santa Claus parade in Seattle. Tokyo hails Joe Louis. Billiard champ in Holland. Junior-sized rodeo.

WARNER PATHE NEWS, No. 30—Truman's speech. Taft opens campaign headquarters. Egypt crisis. UN paratroopers in jump. Lovett, Acheson and Harriman meet. Czechs who fled Reds here. Toys for tots. Feather fashions. Trained seal. Canine cafeteria.

5 Percentage Suits Filed in Virginia

ROANOKE, Va., Nov. 25.—Five percentage actions were filed in U. S. District court here by Loew's Universal, United Artists, 20th Century-Fox and RKO against Rives Brown, Bernard Depkin, Franz M. Westfall and the Martinsville Theatre Management Corp. The actions allege underreporting of receipts on percentage pictures.

The theatres involved are the Ritz, Danville, Va.; the Martin (formerly the Bee-Dee), Rex and Rives Theatres, Martinsville, Va.

The Richmond law firm of Hunton, Williams, Anderson, Gay & Moore represent the distributors, with Sargoy & Stein of New York of counsel.

Stewart Heads Film Section of Du Mont

Du Mont television network is setting up a film department to be headed by Donald A. Stewart, film and TV veteran. The new unit will provide films to both Du Mont owned and operated stations and affiliates. Stewart, a long-time Du Mont executive, is a member of the Motion Picture Pioneers, and is a former motion picture salesman and theatre circuit owner.

Set DeMille Premiere

C. B. DeMille's Technicolor production, "The Greatest Show on Earth," will have its world premiere at Radio City Music Hall here, Jan. 10.

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Claims Greene

(*Continued from page* 1)

Schwartz for "working for salary only" and told the latter he would "be taken care of with stock options" if Greene got on the board.

Schwartz states that Greene asked not only for two directors but also for assurances of Schwartz's cooperation. The RKO Theatres president asks Greene in the "open letter" if that doesn't mean "you were seeking control of the company?" He also charges there were "implied threats" if he, Schwartz, did not join Greene's team.

"Why not tell of the visit of your emissary to my office to ask me why you 'couldn't make a deal with me,'" Schwartz asks Greene in the letter.

"Why not tell that you offered to go along on any of my policies if I would play ball with your policies?" Schwartz asks.

Schwartz reports that all of Greene's proposals to him were refused on the ground that they did not represent the best interests of all RKO Theatres stockholders. His letter also replies to Greene's unfavorable comparisons of RKO Theatres' earnings with other theatre companies, pointing out that RKO Theatres operates many less theatres than the companies cited.

Cites Management's Activities

Schwartz also cites management's activities in the field of large screen theatre television, in the successful revival of two-a-day vaudeville here, and in extending stage show and vaudeville policies elsewhere to bolster business, in reply to questions raised in one of Greene's recent proxy solicitation letters.

The first annual meeting of RKO Theatres' stockholders to elect directors since formation of the company following its divorcement from RKO Pictures will be held Dec. 6. Greene claims to represent about 300,000 shares and is soliciting proxies for five board nominees.

'52 'Movietime'

(*Continued from page* 1)

the $600,000 contributed by the distribution companies for national advertising in connection with the 1951 "Movietime" drive.

Cited as examples of the "Movietime" cost sustained by the nation's showmen were the Texas territory, whose investment totaled some $50,000, and the Minnesota area, where approximately $30,000 was spent.

COMPO administrators are confident that next year's expenditure for "Movietime" will reap results in excess of those achieved this year. Their reasoning in this regard is that lessons learned in 1951's drive will be turned to the advantage of 1952's.

The COMPO board also will elect officers for the coming year and discuss other subjects affecting the operations of the all-industry agency, general financing included.

WHEN YOU NEED
SPECIAL TRAILERS
'GOOD' AND F-A-S-T
SEND YOUR ORDER TO
FILMACK
CHICAGO, 1327 S. Wabash - NEW YORK, 630 Ninth Av.

Reviews

"Red Mountain"

(*Hal Wallis-Paramount*)

THE peripheral consequences of the Civil War in the West and how it fed partisan prejudices is unfolded in this Hal B. Wallis production, starring Alan Ladd. The color by Technicolor film, although it bogs down at times in dialogue sequences, does contain sufficient action and suspense to virtually assure fair box-office returns in houses which find such film-fare popular.

Ladd as Captain Brett Sherwood of the Confederate Army journeys out West to keep a rendezvous with the Civil War guerrilla chief General Quantrell, portrayed by John Ireland. Ladd is introduced in the film when he rescues a former Confederate soldier, Arthur Kennedy, who portrays Land Waldron. Kennedy is about to be hanged for a murder which he did not commit but the posse did not figure on the fast shooting of Ladd. The two men make good their escape, but Kennedy believing that his rescuer, Ladd, actually committed the murder which he is accused of, attempts to bring Ladd to justice. The conflict between the two men broadens when Ireland arrives with his Confederate guerrilla band. Ladd, who initially joins Ireland in his raids, soon discovers that Ireland is bent upon building his own personal empire in the West rather than aiding the Southern cause. The plot is neatly tied together at the end with Ireland killed and his band dispersed and Ladd getting the girl, Chris, played by Lizabeth Scott.

Others in the cast include Jeff Corey, James Bell, Bert Freed, Walter Sande and Neville Brand. William Dieterle directed from a screenplay written by John Meredyth Lucas, George P. Slavin and George W. George, from a story by Slavin and George.

Running time, 84 minutes. General audience classification. Release date, January, 1952. MURRAY HOROWITZ

"Flame of Araby"

(*Universal-International*)

MAUREEN O'HARA, playing a princess whose "beauty is matched only by her fiery temper and sharp claws," is back wearing gauzy pantaloons and spangles. In "Flame of Araby" she is co-statrred with Jeff Chandler, in the role of an iron man of the desert whose love for free roaming and wild horses is equalled—but not until the end of the picture—by his love for Miss O'Hara. In this picture, with color by Technicolor, Universal-International has another romantic adventure of days in old Islam with enough pace, action and glamor to add up to gratifying grosses.

The story has Miss O'Hara, living in a Tunis ruled by her weak and evil uncle, presented with the choice of marrying one of two wicked Corsair chieftains, brothers played by Lon Chaney and Buddy Baer, to save the city from pillaging. She avoids the horns of this dilemma by telling the brothers that she will marry the winner of the Grand Tayifa, the turf event of the year in Tunis in which the brothers inevitably place first and second annually.

She then urges Chandler, whom she has met informally on the sands, to enter the race on his wild stallion, a dark horse of fantastic speed. Realizing his love is greater than his antipathy for royalty, Chandler complies, wins the race and carries Miss O'Hara off to live "in the black tent" of his people.

Direction by Charles Lamont of the Gerald Drayson Adams screenplay is tight and to the point, with no footage expendable. The principals, along with Chaney, Baer, Maxwell Reed, Neville Brand and Henry Brandon join in the make-believe with laudable gusto. Settings and costumes are lavish and in good taste. Leonard Goldstein produced.

Running time, 77½ minutes. General audience classification. For January release.

Illinois Drive-In

(*Continued from page* 1)

Edward T. Gomersall, for alleged restraint of trade in connection with advertising of coming attractions at the 54 Drive-In.

The suit further requests that an injunction be entered against enforcement by the defendants of the clause in film contracts enjoining the plaintiff from using advance advertising in connection with attractions (scheduled to play the 54 Drive-In) while they still are showing in the local first-run theatres. The plaintiff contends that this clause is in restraint of trade and renders illegal the two-week clearance clause granted the first run theatres over the '54' in the contracts.

CUT NPA Tape

(*Continued from page* 1)

Practically all the theatre equipment items are on the Class B product list. The new NPA action means that quite a few more firms can get their metals without formal application to NPA.

D.C. Theatres

(*Continued from page* 1)

use of safety film, the old regulation was unnecessary. The local union fought the change, and apparently won.

The District Commissioners acted after Fire Marshal R. C. Roberts recommended that two men be on duty until the transition to safety film is complete. He pointed out the regulations do not call for two licensed operators, and that one licensed operator and an assistant or apprentice could serve.

NCAA Bars

(*Continued from page* 1)

violated anti-trust laws," Kramer wrote. "They were warned again later, and will be informed again."

Justice has already filed an anti-trust suit against the National Football League for its restrictions on home telecasts of "pro football" games.

If You Have a Heart Give—Sign the 1951 'Christmas Salute' Scroll—Variety Clubs-Will Rogers Memorial Hospital.

Salesmen, Bookers Honor Greenfield At Farewell Lunch

Leo Greenfield, recently appointed branch manager of Universal-International's Albany exchange, on Friday was given a farewell testimonial luncheon at Toots Shor's restaurant here by the New York loge of the Colosseum of Motion Picture Salesmen and the New York Bookers Club. Formerly a Colosseum member, Greenfield was promoted from salesman to branch manager.

A scroll signed by the more than 60 persons who attended the luncheon was presented to Greenfield by Robert Finkel, Colosseum loge president. Other speakers included David Levy, Max Fellerman, Harry Fellerman, and Harry Margolies, Bookers Club president. Greenfield was presented with luggage by the salesmen's local and a wallet by the bookers.

Others present at the luncheon included Edward Richter, David Klein, Sid Stockton, Harry LaVine, Meyer Solomon, Larry Morris, Morton Rosenfield, Fred Mayer, Mike Nuzzola, Jim Victory, Elmer Hollander, Leo Simon, Paul Behrk, R. J. Ellswor, Jules Rieff, Lee Mayer, Robert Kraus, Irving Kaplan, Tony Argolis, C. Anthony, Nat Stern, Dan Ponticelle, Al Blumburg, Jack Rosenfeld, Eddie Bece, Lou Wechsler, Nat Godfrey, Louis Wolf, Harold Rosen, Jack Rockelb, Jack Graver, Charles Penser, Howard Levy, Jack Perlberg, Bob Fannon, Ben Drexler.

Schmidt Resigns

(*Continued from page* 1)

pressed on behalf of Columbia by Nate B. Spingold, vice-president in charge of general public relations.

Schmidt joined Columbia as assistant to Harry Cohn, president, in 1945 after war service in the Navy. He came to the home office in his present capacity in 1948. He had previously been publicity manager for M-G-M and advertising and publicity representative for Loew's Theatres. Prior to that he had been in exhibition.

Rentals Conference

(*Continued from page* 1)

week to visits by the public. This, he held, would create "public good will and help perpetuate COMPO's slogan, 'It's Movietime U.S.A."

Mitchell Wolfson, TOA president, will arrange to contact studio heads to investigate the possibilities of initiating such a "visitors" program, it was indicated. Similar tours were discontinued several years ago as a part of the general economy drive.

Buffalo Variety to Honor Elmer Lux

BUFFALO, Nov. 25.—A big turnout is expected for the "Victory' luncheon in honor of Elmer F. Lux, president-elect of the city council, tomorrow, in the local Variety club headquarters. Murray Whiteman, chief barker, will act as master of ceremonies. Lux is a past chief barker of the club and is general manager of Darnell Theatres. He is a former manager of the local RKO Radio branch. Co-chairmen of the event are Jack Chinell of RKO Radio, James Fater of Columbia and William P. Rosenow of Skyway Drive-In Theatres Corp.

If you're part of the amusement industry–

YOU MUST BE PART OF THE XMAS SALUTE TO THE WILL ROGERS HOSPITAL!



WHAT IT IS:

From every part of the country, from every segment of show-business, will come greetings to the patients at the Variety Clubs-Will Rogers Memorial Hospital. 11"x17" Christmas cards are being distributed, each one with room for the signatures of 30 contributors and well-wishers. These cards will be attached to form a five-mile-long greeting to the patients at the Hospital. Contributions from 10c to a million dollars will be welcomed.

WHY YOU MUST "HELP CARE FOR OUR OWN":

1. The Variety Clubs-Will Rogers Hospital is maintained for the benefit of those within the Amusement Industry suffering from tuberculosis. There are no patients from outside of show-business. Yet, anyone from any part of the entertainment business is eligible for treatment without charge to the patient.
2. It depends for its upkeep completely upon contributions from the Amusement Industry. There is no other source of income — and money is desperately needed at this time.
3. In addition to medical care for the industry's tuberculous, the hospital returns them to their jobs in good health, mentally and physically. Last year, 41 arrested cases were returned to normal living.
4. The Will Rogers Hospital is embarking on a research program seeking the cause, source and cure of TB infection. This, too, is costly—and this, too, is necessary.
5. According to the N.Y. Tuberculosis and Health Association report, "the average cost of treatment from detection to complete restoration is $30,000" Yet, there is no charge to our patients. And each patient has a private room.
6. As part of the industry educational program, free chest X-rays have been offered to all industry employees.

WHAT YOU MUST DO:

If you're an exhibitor, get every employee to sign a Xmas Salute Card — and to contribute.

If you're an employee, contribute willingly to the one hospital that belongs to *you.*

If you've got a heart,

GIVE!

AMUSEMENT INDUSTRY'S ANNUAL CHRISTMAS SALUTE TO THE VARIETY CLUBS-WILL ROGERS MEMORIAL HOSPITAL

NOV. 1-DEC. 15

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 102 NEW YORK, U.S.A., TUESDAY, NOVEMBER 27, 1951 TEN CENTS

Bid High Court To Turn Down Dipson Appeal

Request Filed by Shea Circuit and Six Majors

WASHINGTON, Nov. 26. — The U. S. Supreme Court was asked today to sustain the New York circuit court decision throwing out the Dipson Theatres anti-trust suit. The request was filed by the Shea Circuit in Buffalo and six of the major distributors—Warner Brothers, RKO Pictures, Loew's, Paramount, 20th Century-Fox and United Artists.

Dipson has appealed to the high court and the defendants today asked the Justices not to take the appeal but to let the circuit court ruling stand.

Dipson originally sued Shea and all eight distributors alleging a conspiracy to deprive four of its Buffalo theatres of proper runs and clearances. The District Court turned down the suit in all cases. In appealing to the circuit court, Dipson restricted its suit to six of the defendants and damages to only two of its theatres—the Century and the

(*Continued on page 6*)

IA Publicists CharterPends

Richard F. Walsh, IATSE international president, will be called upon early in 1952 to issue a charter that would officially signify the union's acceptance of film publicists for the first time.

The request for independent status within the "IA" will come from the 21 Paramount home office publicists who, in a recent National Labor Relations Board election, voted to have "IA"

(*Continued on page 6*)

Gualino to Report On Production Code

Dr. Renato Gualino, managing director of Italian Films Export, who returned to Rome over the weekend, will report to the unit's board of directors on the reactions which resulted from the statements which he made to the press about the American Production Code, I.F.E. indicated here yesterday.

In a press interview here this

(*Continued on page 3*)

Texas Turns Neat 'Profit' in Its 'Movietime' Drive

DALLAS, Nov. 26.—Texas exhibitors netted an estimated $130,000 in gratis newspaper space and radio time after investing $38,000 in the "Movietime in Texas" campaign, Charles E. Carden, retiring coordinator of the Council of Motion Picture Organizations in that state, reported today.

Some 6,000,000 Texans or 75 per cent of the entire population of the state, heard about "Movietime" during the drive, Carden has informed exhibitors. "Surely," he added, "the impact of this great campaign will gain for your box-office many 'new' customers, and a good return of the so-called 'lost audience'."

Carden, who will resume his duties with Interstate Circuit after five

(*Continued on page 6*)

Compo Would Elect Bergman or Richey

Maurice A. Bergman, Universal-International executive in charge of public and trade relations, and Henderson M. Richey, M-G-M director of exhibitor relations and sales promotion manager, are being "seriously considered" by the Council of Motion Picture Organizations nominating committee in its search for a successor to Arthur L. Mayer, COMPO executive vice-president. This was reported

(*Continued on page 6*)

AMPA Will Honor Robert Weitman

The Associated Motion Picture Advertisers, New York, which this year marks its 35th anniversary, will honor Robert M. Weitman, managing director of the Paramount Theatre, at an industry luncheon at the Hotel Piccadilly on Thursday, Dec. 6 on the occasion of the 25th anniversary of the flagship of United Paramount Theatres.

Maurice A. Bergman of Universal will deliver the tribute and heads of circuits in this area will be dais guests.

150 Exhibitors at Western Pa. Allied 31st Annual Meet

PITTSBURGH, Pa., Nov. 26.—With about 150 exhibitors on hand, the 31st annual two-day convention of the Allied Motion Picture Theatre Owners Association of Western Pennsylvania got underway in the William Penn Hotel here today. Among the speakers were Max Youngstein, vice-president, United Artists; Jerry Pickman, director of advertising, publicity and exploitation for Paramount Pictures; Dan Terrell, director of exploitation for Metro-Goldwyn-Mayer and Jack Jackson, National Screen Service public relations director.

Youngstein said in part: "We have to get behind this business and stop it from dying. And to get to that we must provide the kind of entertain-

(*Continued on page 6*)

Ralph Hetzel of ESA Will Head MPAA's N.Y. Office

WASHINGTON, Nov. 26.—Ralph Hetzel, labor economist who has been assistant administrator of the Economic Stabilization Agency, on Monday will become special assistant to Eric A. Johnston, Motion Picture Association of America president, and will head the MPAA's New York office. The post of MPAA New York office chief has been vacant since Francis Harmon resigned as MPAA vice-president last spring because of ill health.

George Viether, who has been Hetzel's deputy at ESA, on the same day will become head of the MPAA Washington office with the title of special assistant to Johnston. He will assume some of the duties formerly handled by Edward Cheyfitz, resigned, and other of those duties may be taken

(*Continued on page 7*)

W. B. Sets Incentive Pay Plan in Britain

LONDON, Nov. 26.—A participation incentive scheme for Warner employes in Britain was announced at the company's recent sales meeting here by Arthur S. Abeles, managing director.

The plan provides for payment to be made to the staff in ratio to the business secured. Warner has fixed a

(*Continued on page 3*)

U. A. to Stress Top Quality in '52: Heineman

Lists 11 Films for The First 5 Months

United Artists will enter 1952 with an increasing emphasis on top quality independent product, with 11 major productions already lined up for the first five months of the year, it was disclosed here yesterday by William J. Heineman, U. A.'s distribution vice-president.



William Heineman

United Artists' 1952 program will represent "the best offered (by U. A.) to exhibitors and to the public in five years," Heineman added.

"All of us are keenly aware of the new phase in United Artists affairs

(*Continued on page 7*)

NY First-run Take 'Spotty'

The pinch of Christmas holiday shopping on box-office receipts is beginning to be felt along Broadway, where many theatres forecast a weekday dip following an excellent Thanksgiving Holiday weekend.

Among the newer attractions, "Two Tickets to Broadway," with Patti Page on stage, is expected to hit a big $90,000 for its first week at the Paramount, now celebrating its 25th

(*Continued on page 2*)

Rank Impressed By Eidophor TV Report

LONDON, Nov. 26.—J. Arthur Rank is reportedly greatly impressed with the accounts of the Swiss Eidophor large screen theatre TV equipment described to him here recently by Spyros P. Skouras, president of 20th Century-Fox, whose company has been licensed to handle the system.

G. Darnley Smith, chief of Rank's Cinema Television, Ltd., will leave

(*Continued on page 3*)

N.Y. Grosses

(*Continued from page* 1)

anniversary. A healthty $43,000 to $45,000 is seen for the first inning of "Come Fill the Cup" at the Warner, while a pretty good $126,000 is seen for the first round of "Too Young to Kiss" at Radio City Music Hall, which also features its regular stage show.

Still doing excellent business is "Quo Vadis" at the Capitol, where a continuous performance policy prevails, and at the two-a-day Astor. For the third week, a large $96,000 is seen for the Capitol, while the Astor is expected to do a near-capacity $28,000.

A robust $45,000 is estimated for the third stanza of "Detectitve Story" at the Mayfair, while only a fair $21,000 is seen for the first running of "Fixed Bayonets" at the Rivoli. "Golden Girl" at the Roxy, with the Blackburn Twins on stage, is expected to do an okay $70,000 for its first week. "Across the Wide Missouri" at Loew's State is holding its own for the third week, with a fair $19,000 forecast. For the fifth week of "Ten Tall Men" at the Victoria a rather good $14,000 is seen, while at the Criterion a lukewarm $12,000 is estimated for the fifth week of "The Blue Veil." The first stanza of "Warpath" at the Globe is expected to gross $15,500, a bit slow.

"Tales of Hoffmann" will wind up its long engagement at the Bijou on Dec. 5, completing 35 weeks. For its next-to-last week, a healthy $7,500 is seen. The theatre, following the completion of the "Hoffmann" engagement, plans to close for two weeks, reopening for the Christmas holidays. Another long-term resident, "The River," at the Paris is expected to hit a nice $10,000 for its 12th week, while a big $12,500 is seen for the sixth week of "The Lavender Hill Mob."

An upturn to a fine $7,500 is seen for the fourth week of "The Browning Version" at the Sutton, while a substantial $13,200 is forecast for the third round of "The Clouded Yellow" at the Park Avenue. The last four days of "Red Badge of Courage" at the Trans-Lux 52nd Street is expected to bring a pretty good $3,000 before being replaced today by "The Man with the Cloak." An okay $4,400 is estimated for the second week of "Laughter in Paradise" at the Trans-Lux 60th Street.

"A Christmas Carol" will open tomorrow at the Guild Theatre, while "Pool of London" bows today at the Trans-Lux 60th Street.

'Queen' Award Candidate

John Huston's production, "The African Queen," co-starring for the first time Humphrey Bogart and Katharine Hepburn, will be qualified for Academy Award honors of the year at a special pre-release premiere at the Fox Wilshire Theatre in Los Angeles during Christmas week, it was announced here by William J. Heineman, vice-president in charge of distribution for United Artists. "The African Queen," produced in Africa for S. P. Eagle, will be put into general release by UA during Easter week.

Personal Mention

BARNEY BALABAN, Paramount Pictures president, is vacationing in Miami.

•

MAURICE A. BERGMAN, Universal Pictures executive in charge of public relations, will be the principal speaker at the annual dinner of the Public Relations Club of Philadelphia in that city Friday, Dec. 7.

•

SAMUEL PINANSKI, president of American Theatres Corp., has been reelected president of the Hebrew Free Loan Society of Greater Boston.

•

HAROLD HENDEE, research director for RKO Radio Pictures, will address the Lions Club here today at the McAlpin Hotel.

•

PHIL WILLIAMS, March of Time executive, is in Miami from New York.

•

CHARLES B. MOSS, executive director of the B. S. Moss Theatres, is in Hollywood from New York.

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave here tomorrow for the Coast. CHARLES EINFELD, 20th-Fox vice-president in charge of advertising and publicity, will leave here for Hollywood on Friday, while AL LICHTMAN, distribution director, will leave on Sunday.

•

JOHN DAVIS and RONALD LEACH of the J. Arthur Rank Organization, London, will return here today from a Canadian visit and will leave for England tomorrow or Thursday.

•

DAN S. TERRELL, M-G-M exploitation head, will return here today from Pittsburgh, where he addressed the Western Pennsylvania Allied convention.

•

ARTHUR FREED, M-G-M producer, and GENE KELLY arrived here yesterday from the Coast.

•

DAVID ROSE, producer, will arrive here tomorrow from London by plane.

Plan Roadshow for 'Beloved Country'

Present plans for Zoltan Korda's "Cry, the Beloved Country" call for an early 1952 release on a two-a-day reserved seat roadshow policy, according to Lopert Films.

Korda will arrive here from London on Dec. 10 with a print of the picture which was filmed entirely in South Africa. It is a London Films presentation.

'Bayonets' Premiere Set for Chicago

CHICAGO, Nov. 26.—"Fixed Bayonets," which follows the current "Anne of the Indies" into the Essaness Woods here Monday for its first midwest showing, will be given the full premiere treatment of a State Street parade plus a first performance to which admittance will be by a signed pledge of a blood donation to the Armed Forces and Red Cross blood bank. Congressional Medal of Honor winner Captain Raymond Harvey is in Chicago today for advance radio and TV appearances in connection with the premiere of the picture, which is based on events of the Korean war.

'River' in Chicago

CHICAGO, Nov. 26.—"The River" winds up a seven-week road show engagement at the Shubert's Selwyn Theatre today. The United Artists release will move over to the Ziegfeld for a continued first run when "A Christmas Carol," now playing there, bows out.

70 'David' Openings

Seventy first-run neighborhood theatres in the metropolitan area will open 20th Century-Fox's "David and Bathsheba" starting tomorrow. Key theatres of the RKO, Skouras, Randforce, Century, Loew's, Brandt, Joelson and Fabian chains will have the picture day-and-date.

Mack to Address Kas.-Mo. Allied

KANSAS CITY, Nov. 26.—Irving Mack, head of Filmack, Chicago, will be a guest speaker at the one-day convention here Friday of Allied Independent Theatre Owners of Kansas-Missouri, Jay Wooten, president of the exhibitor organization, announces.

The convention will open with an organizational meeting in the Continental Hotel. There will be a luncheon program and an afternoon film clinic will be conducted by Sol Frank of Coldwater, Kansas. There will be a cocktail party and "Movietime" ball in the evening.

UPT, Guild Talk Deal for 'Joan'

Both United Paramount Theatres and the Theatre Guild refused comment yesterday on reports that they are negotiating to theatre televise the current Broadway stage hit, "Saint Joan."

'Vadis' St. Louis Change

ST. LOUIS, Nov. 26.—The "Quo Vadis" run at the Loew's State here has started a new policy of continuous performances daily, thus voiding the originally scheduled reserved seat, one-a-night performance. Prices will be as follows: 90 cents until 5:00 P.M. during the week and until 1:00 P.M. on Sundays; $1.10 until 5:00 P.M. on Sundays and $1.50 evenings.

Shea House Loses $460

BUFFALO, Nov. 26.—The disappearance of about $460 from a safe in the office of Shea's Teck theatre has been reported to police by manager Leonard A. Jozwiak, who said he was out of the office for a few minutes and the money was gone when he returned. Police are seeking for questioning a 29-year-old man who Jozwiak said he had hired as assistant manager.

Services Here for Harvey B. Day, 75 Veteran Executive

Funeral services were held yesterday at Conway's Funeral Home in Jackson Heights, Long Island, for Harvey Benjamin Day, 75, veteran film sales executive, who died at his Jackson Heights home on Saturday following a long illness. Cremation followed the services. Surviving is the widow, the former Elsie Anderson; a son, Harvey B., Jr.; a sister, Mrs. George Cox of Seattle, and three grandchildren.

Beginning as a theatrical advance agent, Day entered the motion picture industry in 1912 with George Kleine in Chicago, opening Kleine film exchanges. In 1914 he opened Fox film exchanges in Pittsburgh and Cleveland, and from 1915 to 1917 he served as home office and Eastern district sales manager for Fox.

With Mastbaum in Phila.

Day was with Stanley Mastbaum in Philadelphia in 1917, and opened the first Select firm's exchanges. From 1918 to 1920, he operated an independent film exchange business.

He was sales manager for International Newsreel from 1920 to 1923, when he became Kinograms sales manager. Later he was named general field representative for Educational films.

In 1932 Day became general sales manager and vice-president of Terry-Toons, cartoon short subjects. He was named Eastern production representative for Constance Bennett Productions in 1945 and for Jules Levey the next year.

Sign the 1951 'Christmas Salute'—Make Your Contribution to the Variety Clubs—Will Rogers Memorial Hospital—"Help Care for Our Own."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JUNE ALLYSON
VAN JOHNSON
"TOO YOUNG TO KISS"
plus Spectacular Stage Presentation

HOWARD HUGHES presents
TWO TICKETS TO BROADWAY
color by TECHNICOLOR
starring TONY MARTIN · JANET LEIGH
GLORIA DeHAVEN · EDDIE BRACKEN
ANN MILLER
in Person Miss PATTI PAGE
BUDDY MORROW
The Mertin Bros.-Lewis and Van
JACK E. LEONARD
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

JERRY WALD and NORMAN KRASNA
Present
JANE WYMAN *in*
THE BLUE VEIL
CRITERION B'way & 45th St.

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National Pre-Selling

A DELEGATION of newspaper and trade press writers are flying out to Bellaire, Ohio, today, to meet Bob Hope and a contingent of Hollywood stars arriving from California, for the living-room premiere of his new picture, "My Favorite Spy" which will take place in the modest home of Mrs. Anna Kuchinka, winner of the contest which brought 250,000 letters from fans. Based on this response, it is estimated that 10,000,000 pre-selling impressions in favor of the picture were registered with the total radio audience. There will be no theatre engagement in Bellaire, or elsewhere, prior to the release date in mid-January.

•

The film industry is talking about the Lana Turner story in the December *Woman's Home Companion,* which will be on the stands this week. "My Private Life"—as told by Miss Turner to Cameron Shipp, of the *Companion* staff (unlike most "fan" stories) will do her no harm, nor motion pictures, either. It's frank and earnest, constructive, honest, interesting and exciting. It will truly "make friends and influence people"—to like Lana Turner for her forthright description of her life as a movie star, and to dispel the fog that hangs low over Hollywood. The article extends over nine pages, and has many illustrations, including a full-page, full-color portrait of the attractive star.

•

The current issue of *Time* gives top-billing in its "Cinema" section and a two-column story to "The Life of Lana Turner." Unusual coverage for one magazine to go all out in praise of another magazine's feature article on the life of a sweater girl who became a movie star. Walter Winchell, in his column in last Sunday's *New York Mirror,* said of the same article: "Lana Turner's personal confessions in *Woman's Home Companion* offer the most remarkable candor this side of a psychiatrist's couch. She has everything, except happiness."

•

An unusual piece of promotional material has been put behind the presentation of "Westward the Women" by M-G-M. The company has created a one-reel short subject entitled "Challenge to the Wilderness" which reveals the behind-the-camera story of this picture in the making. A glimpse of the publicity pictures thus far released, showing the production of the film, is sufficient to convince anybody that the filming of this story of pioneer women on the early frontiers provides interesting material for a short film, and will accomplish a double purpose in pre-selling both audience and critics.

•

Jack Sidney, publicist for Loew's Theatres in Baltimore, not only used the *Look Magazine* layout from the Oct. 23rd issue as lobby display, but arranged with the *Baltimore News* to exploit it on a state-wide basis. In Toledo, Abe Ludacer, manager of Loew's Valentine Theatre, posted the spread neatly on his lobby mirror, where it could not be missed by patrons.

WALTER BROOKS

Review

"The Model and the Marriage Broker"

(20th Century-Fox)

WHEN one tries to arrange a marriage between two persons who are misfit, the results sometimes are both glad and sad. Thelma Ritter in this production tries to marry off several persons; she's a marriage broker. The net result is very genuine entertainment, sharply paced, with a line of dialogue that is funny and fast. Beauteous Jeanne Crain, Scott Brady, Zero Mostel, Michael O'Shea, Helen Ford are all marketable names for the marquee.

We witnessed a preview of "The Model and the Marriage Broker" at an average midtown-audience theatre, and the reaction of that audience indicated solid enjoyment; that enjoyment was in addition to your reporter's.

There is a nostalgic resemblance to "Abie's Irish Rose" in the Jewish dialect of Miss Ritter as she seeks to pair off shy, lonely creatures who are not up to establishing their own marriage contacts, and who look upon her New York Flatiron Building "Contacts and Contracts" service as a genuine boon. Most parts of this country are not familiar with the operations of a marriage brokerage. In this production there will be gleaned a thorough examination of the drama, comedy, heartbreak and pathos of lonely, rootless creatures seeking aid in their romantic perplexities.

The film is the initial production at 20th Century-Fox of producer-writer Charles Brackett. Brackett did a splendid job on both counts. The director is George Cukor; from him, we expect the best; we were not disappointed. Walter Reisch and Richard Breen were co-authors with Brackett.

Others in the cast are Frank Fontaine, Dennie Moore, John Alexander, Jay C. Flippen, Bunny Bishop, Kathryn Card, Maude Prickett, Athalie Daniell, Dennis Ross, Ken Christy, Shirley Mills, Eve March, Tommy Noonan, Jacqueline French, Edna May Wonacott, June Hedin.

Running time 103 minutes. General audience classification. For January release.

JAMES P. CUNNINGHAM

Frank Woods in New Lippert Position

LOS ANGELES, Nov. 26.—Frank Woods, Robert L. Lippert executive, is in Los Angeles from San Francisco for conferences with Lippert regarding Woods' transfer from the San Francisco Lippert Theatres office to the Los Angeles office of Lippert Productions. As a result of Woods' transfer, Lippert Theatres has been divided into districts with Edward Stokes in charge of the lower San Joaquin district; Ray Duddy in charge of the upper San Joaquin and Bay Area district, and Robert Corbin in charge of the Northern California and Southern Oregon district. Stokes will have headquarters at Fresno, Duddy at Stockton, and Corbin at Medford, Oregon.

Name Orchard to Para. Video Post

The appointment of James M. Orchard as sales and account executive of Paramount Television Productions, Inc., has been announced by John Howell, director of sales and merchandising.

For the past year Orchard has been associated with Station KOTV of Tulsa as program director.

Charlotte First in Ned Depinet Drive

The RKO Radio branch at Charlotte won first prize in the Ned Depinet Drive, Robert Mochrie, vice-president and general sales manager, reports. Second prize went to Denver, Marvin Goldfarb, manager. Winner of third prize was New Orleans, J. Rogers Lamantia, manager. Atlanta came fourth, Ira Stone, manager.

DeBerry to Buffalo

CHARLOTTE, N. C., Nov. 26.—E. C. DeBerry, city sales representative of the Paramount exchange here, has been moved to Buffalo, N. Y. as branch manager.

Allied Films Buy 15 from Rank

Allied Films, Inc., has purchased 15 J. Arthur Rank productions for reissue, Moe Kerman, company president announced. The pictures will be released by franchise holders throughout the country. The films include:

"Caesar and Cleopatra," "The Seventh Veil," "Green for Danger," "Madonna of the Seven Moons," "Brief Encounter," "The Mikado," "This Happy Breed," "I Know Where I'm Going," "Stairway to Heaven," "Odd Man Out," "Dead of Night," "Great Expectations," "Notorious Gentleman," "The Wicked Lady," "Black Narcissus."

Eros to Make 6 in England for Lesser

LONDON, Nov. 26.—Eros Films has completed an agreement with Sol Lesser for the production here of six pictures annually, suitable for distribution in both the United Kingdom and the U. S., Phil Hyams of Eros announced.

Robert S. Baker and Monty Berman will produce. First picture on the program, "The Lost Hours," with Jean Kent and Mark Stevens starred, has just started at Worton Hall Studios. David Macdonald, who made "Desert Victory" and other wartime films, is directing.

Britain Gets 1st Drive-In

LONDON, Nov. 26.—Britain's first drive-in theatre is due for opening early in the New Year. It is a 250-car unit on the grounds of a country club in the South Coast beach resort of Worthing, 56 miles from London.

Shortly after the war, tentative plans were made for opening a chain of drive-ins but Britain's uncertain summer weather, petrol shortage and long, light evenings under the Daylight Saving Order, made the project too risky.

British TV Sets Pass Million Mark

London, Nov. 26.—The Postmaster - General announces here that home television licenses have topped the million mark. At the end of October there were 1,031,950 licenses, sufficient to service a peak viewing audience of 10,000,000.

Meanwhile, the government is prepared to extend the charter of British Broadcasting Co. for six months from its expiration date, Dec. 31.

Mexican Industry In Emergency Meet

MEXICO CITY, Nov. 26.—The National Cinematographic Industry Workers Union has called an emergency meeting here for Dec. 10-12 to adopt means for combatting what it brands unfair competition to established theatres by persons screening 16-mm. films. They will also discuss the competition of television, take steps to combat the monopoly which is said to exist in the trade; and to amend the organization's bylaws to enable it to endorse measures adopted at the recent national convention here of the Mexican Confederation of Labor, among them campaigning for legislation to establish a uniform minimum daily wage of $1.15 for Mexico, a new high, limit profits on invested capital to 15 per cent and oblige employers to share profits with unionized employes.

Gualino to Report

(*Continued from page* 1)

month Dr. Gualino said he would recommend that Italian producers refrain from submitting pictures coming into this country to the PCA for a seal of approval. It is understood that his planned recommendation was protested in letters received from U. S. exhibition and distribution leaders.

It is Dr. Gualino's intention to put on the agenda of the next general meeting of the International Federation of Motion Picture Producers Association, of which he is president, the subject of censorship in general and of the PCA seal, in particular, with the intent of bringing about a common policy in this respect.

WB Sets Plan

(*Continued from page* 1)

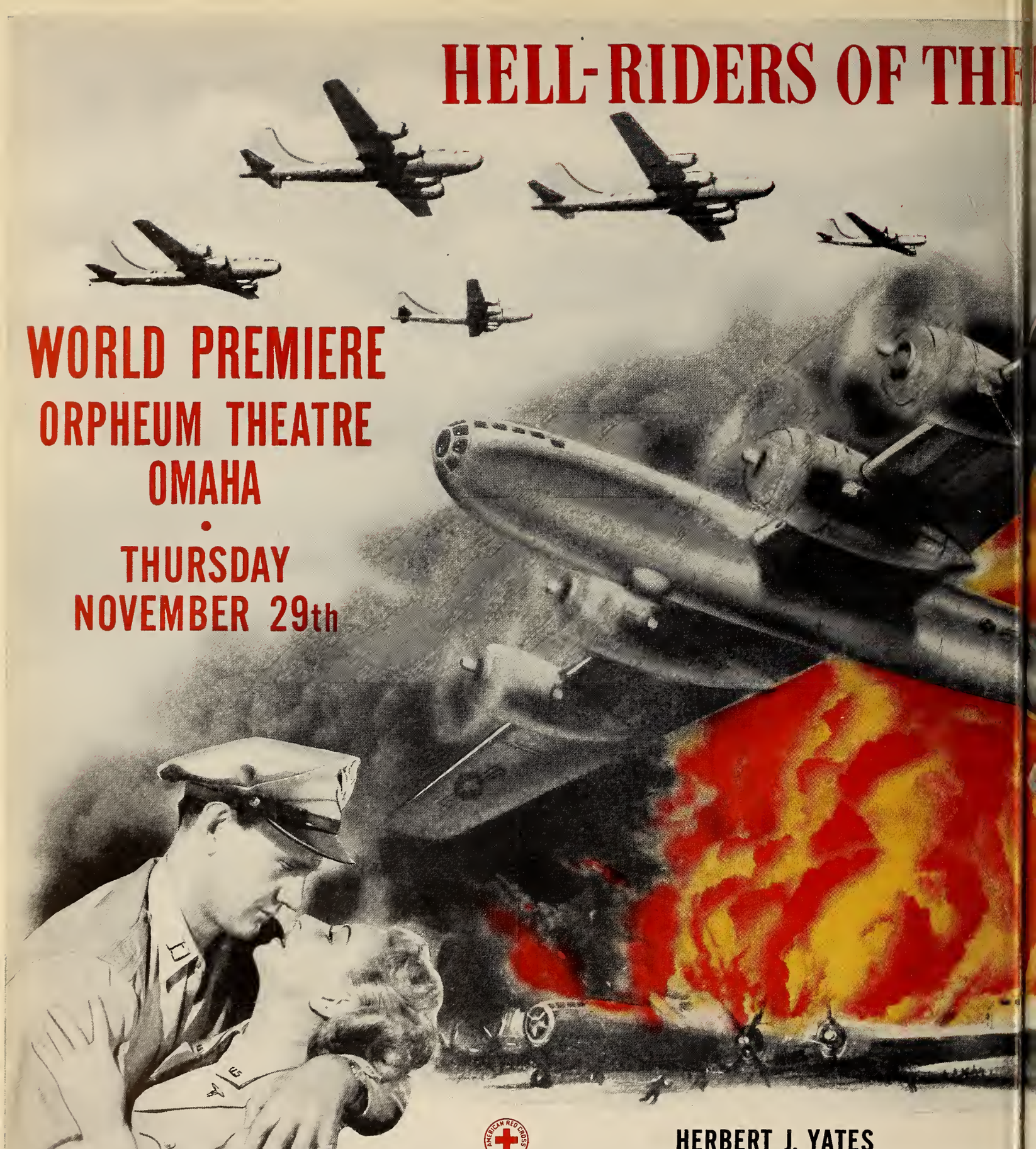
weekly billings quota for every branch for the fiscal year started in August. If at the end of the year a branch has obtained business equal to 53 quota weeks instead of 52, for example, the branch staff will get one week's extra salary. If the branch gets 54 weeks business then two weeks' additional salary will be paid, and so on.

Rank Is Impressed

(*Continued from page* 1)

here for New York in the near future to examine the system. The Rank Organization is proceeding with plans to equip all of its larger theatres with TV.

HELL-RIDERS OF THE



WORLD PREMIERE
ORPHEUM THEATRE
OMAHA
•
THURSDAY
NOVEMBER 29th

A WOUNDED SOLDIER NEEDS YOUR BLOOD TODAY!

AMERICAN RED CROSS

HERBERT J. YATES
presents

"THE WILD BL

(STORY OF THE B-29

FORREST TUCKER • PHIL HAR

Screen Play by RICHARD T

A REPUBLIC PICTURE

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HEAVENS WHO ROAR INTO

THE WILD BLUE YONDER



UE YONDER" starring WENDELL COREY · VERA RALSTON

SUPERFORTRESS)

S with WALTER BRENNAN · WILLIAM CHING · RUTH DONNELLY · HARRY CAREY, JR. · PENNY EDWARDS

GASKIS · Story by ANDREW GEER and CHARLES GRAYSON · Directed by ALLAN DWAN

Four-A's to Form Group to Solve SAG-TVA Fight

The international board of the Associated Actors and Artistes of America (AFL) has decided to set up a committee for the purpose of attempting to work out an equitable agreement between the Screen Actors and Screen Extras Guilds on the one hand and the Television Authority on the other.

SAG, supported by SEG, has been in bitter rivalry with TVA over the question of jurisdiction in the field of films for television.

Paul Dullzell, president of the Four-A's, of which SAG, SEG and TVA are members, invited the screen guilds to participate in the committee. "I think that you will agree," his invitation read, "that your acceptance will present another opportuntiy that may evolve a plan that will heal the wounds of this long-standing enmity and bitterness, and it is with this in mind that I implore you not to close the door, for as long as we can keep the door open, there is always a chance that reason and judgment as well as fairness to all, will pravail."

Bid High Court

(*Continued from page* 1)

Bailey. In its appeal to the high court, Dipson centered on the Bailey case, and contended that the appeals court had misapplied the Supreme Court's Paramount case decision.

The distributor-Shea brief today argued that the circuit court had taken full cognizance of the Paramount case decision and thrown out the suit nonetheless. It argued that Dipson had not appealed the lower court decisions for three of the four situations and that "so far as the Paramount case is concerned, all four of the theatres are in identical position."

G. & P. Anti-Trust Suit Hearings End

CLEVELAND, Nov. 26.—With hearings on the G. and P. Amusement Co. anti-trust suit in Federal Court concluded, Judge Emerich B. Freed has asked that the plaintiff's brief be submitted to him by Jan. 1, and defendants' briefs by Feb. 1. At a date to be set by the judge, following his study of the briefs, he will allow two weeks for further argument, after which he will render a decision as to whether there was a conspiracy to keep suitable product away from the plaintiff's Moreland Theatre and whether the plaintiff has a right to damages in the event of a conspiracy judgment.

Deal Underway for Giles Circuit Sale

BOSTON, Nov. 26.—Philip Smith, president of Smith Management Corp. of Boston, disclosed that negotiations are in progress for the acquisition of the Giles Circuit of New England.

Should the deal materialize, the Smith Management Corp. would take over the circuit shortly after the first of the year. Theatres involved are the Uptown, Boston; Gorman and St. George, Framingham, Mass.; Orpheum and Uptown, Gardner, Mass.; Guild and Norwood, Norwood, Mass.; and Garden, Lawrence, N. H.

IA Publicists

(*Continued from page* 1)

Motion Picture Home Office Employes Local No. H-63 represent them pending a decision with respect to the unit's permanent identity. H-63 is a union of clerks, stenographers, messengers and other non-professional office workers.

It became certain that Walsh will be asked to make a special niche for publicists in the "IA" with the disclosure yesterday that the Paramount publicists have rejected the proposal that they swing over to Local No. 230 of the Sign, Pictorial and Display Artists Union, which counts among its members the publicists of the RKO Pictures home office and is seeking to win the allegiance of workers in that category at RKO Service Corp. Both the "IA" and SPDA are AFL affiliates.

If Walsh issues the charter, the Paramount group would represent the nucleus of a projected industry-wide "IA" publicists union. Pending the achievement of a union of that size, H-63 would handle the bookkeeping and other clerical details involved in the administration of the union formed of Paramount publicists. In all other respects the "IA" Paramount publicists union and H-63 would be separate and distinct.

$100 For A Charter

The "IA" constitution provides that a charter may be issued to a group of seven or more workers. It stipulates a fee of $100 for a charter.

Within the next 10 days the contract demands of the Paramount publicists will be handed to company officials, according to Russell M. Moss, H-63's executive vice-president.

Moss said substantial salary increases, a union shop, reclassification of workers, security clauses which would prevent reduction of the number of employes in the unit, and a number of other provisions are to be included in the demands.

United Artists Publicists Here Vote for District 65

By a vote of eight to two the publicists of United Artists home office yesterday chose District No. 65 of the Distributive, Processing and Office Workers of America for their collective bargaining agent. The election, conducted by the National Labor Relations Board, gave the employes a choice between the DPOWA and "no union."

'Greatest Show' for Benefit of Crippled

TORONTO, Nov. 26.—The Variety Tent benefit performance at $10 top at the Imperial Theatre on Jan. 10 will be featured by the pre-release presentation of "The Greatest Show on Earth" along with the personal appearance of Betty Hutton, star of the Paramount production, it is announced. Miss Hutton will be supported by a stage show which is being produced by Jack Arthur of Famous Players.

In charge of ticket sales is Gordon Lightstone, general manager of Canadian Paramount. Proceeds, expected to reach $30,000, will be turned over to the Variety Village School for Crippled Boys.

Sign the 1951 'Christmas Salute'—Make Your Contribution to the Variety Clubs—Will Rogers Memorial Hospital—"Help Care for Our Own."

'Movietime Dixie' P.A. Tour Opens in New Orleans, Dec. 2

NEW ORLEANS, Nov. 26.—"Movietime in Dixie, U.S.A." announces a star tour starting in New Orleans, with exhibitors attending a luncheon in New Orleans, a Governor's luncheon in Baton Rouge, or a Governor's dinner in Jackson, Mississippi. Hollywood personalities will arrive at New Orleans on Dec. 2 at the Hotel Roosevelt. On the following day they will parade, attend a luncheon, visit hospitals, attend a cocktail party and a dinner. On Dec. 4, they leave New Orleans for a parade and lunch in Baton Rouge and then go to Jackson for a parade and dinner. Three units on tour will unite into one on Dec. 5 and visit Jackson, Clinton, Vicksburg and other spots through Dec. 8.

Personalities Listed

Personalities on the "Movietime Dixie" tour will include directors Maxwell Shane and Fred DeCordova, Producer Robert Fellows, writers Dorothy Hughes, Helen Deutsch and Leonard Stern, and actors Anthony Dexter, Margaret Sheridan, Julia Adams, Jess White, Robert Stack, Charlton Heston, Lydia Clark, Frank Faylen, Bruce Bennet, Hope Emerson, Preston Foster and possibly George Murphy.

Unit tour captains are: Unit One, Doyle, Maynard and A. Berenson, Unit Two, C. James Bryant and Eldon Briwa, Unit Three, Henry Plitt and George Nungesser.

Delayed 'Movietime U.S.A.' in Utah Is Now Under Way

SALT LAKE CITY, Nov. 26.—Utah's belated "Movietime U.S.A." campaign opened here today when Keenan Wynn, Dean Jagger, Paula Raymond, Marshall Thompson, Marilyn Nash, Noreen Michaels and writers Anson Bond and Dane Lucifier started one week's tour of the state. Wynn, Jagger, Thompson, Raymond, Nash and Lucifier arrived in Salt Lake Sunday, were met at the airport by a large delegation of Salt Lake show people. Their contribution to "Movietime" began this morning when they met Governor J. Bracken Lee and Mayor Earl J. Glade in Salt Lake.

COMPO Would Elect

(*Continued from page* 1)

yesterday following a meeting here of the committee, whose chairman is Jack Alicoate.

Previously mentioned as a possible successor to Mayer, and still being considered for the post by the committee, is Robert W. Coyne, COMPO special counsel.

Couldn't Reach Bergman

Bergman could not be reached for comment yesterday and Richey, when contacted, declined to make a statement for publication.

The nominating committee reportedly is completely confident that it can persuade Ned E. Depinet to accept reelection as COMPO president for another year. Depinet has said a number of times that he would like to step aside in favor of someone else. Mayer has been adamant in his refusal to continue as executive vice-president, a post which carries a salary of $25,000 a year. The only paid officers' posts in COMPO are those occupied by Mayer and Coyne.

Allied Meet

(*Continued from page* 1)

ment that appeals to the entire family, and such entertainment others cannot give." And he added, "Be assured we are not going out of business. We will grow and grow by giving the large and small exhibitor the utmost in value."

Terrell confined his remarks to the exploitation of M-G-M's super spectacle "Quo Vadis" and at the same time introduced many sidelights in connection with the launching of that epic.

Need More Than 'Movietime'

Pickman said in part: "We need something more than 'Movietime U.S.A.' to help us sell pictures on a national basis. Undoubtedly we all are at fault by probably not working hard enough, though we are willing and do try any new method to get the public into the movie houses. We want to help all exhibitors down the line but we do want someone to tell us what is wrong with the product, if anything."

In his remarks, Jackson commented: 'Many of you have lost your enthusiasm for the greatest business in the world. You are of the opinion that some Aladdin will come along with a lamp or some other gadget to do the work for you. Well, that isn't going to happen."

Fred R. Beedle, president of the organization, opened his talk by stating: "You all deserve what you get because your efforts in the past have been weak and puny."

Dave Hadburg, chairman of the convention, made a forceful speech confining his remarks to matters for the betterment of the organization.

Will Close Tomorrow

The convention will be brought to a close tomorrow with a closed session at which Abraham F. Myers, chairman of the board and general counsel of National Allied will be the speaker. Morris Finkel, national director, will make a report. A dinner dance will end the activities following the election of officers.

Pickman and Youngstein returned to New York after the meet.

Texas 'Movietime'

(*Continued from page* 1)

months as drive co-ordinator, will be succeeded in the "Movietime" post by Kyle Rorex.

The financial report on the drive in Texas reflects a deficit of $720. "We are not calling on the individual exhibitors to contribute to this," Carden said. "This deficit, and supplement operating budget of $7,000, will be underwritten by larger operating circuits in Texas."

The breakdown of the $130,000 estimated as having been secured in free publicity shows that some $100,000, "a conservative figure," represents newspaper space, while gratis radio spot announcements and network programs add up to "in excess of $30,000."

Carden reported that bulletins will continue to reach exhibitors who have been working with "Movietime." These will point up ways and means for creating "box-office dynamite," he said. He added that the speakers bureau has proven to be highly successful, and that speakers will continue to be at the service of exhibitors who wish to sponsor them at civic club meetings.

U.A. to Stress Top Quality

(*Continued from page* 1)

which our new schedule represents. We have successfully weathered the storms that attended the launching of our first program and now, heading for larger goals, we will bring ever-increasing quality to theatre screens and ever-increasing popularity to their box-offices."

Bette Davis Film Listed

The New Year's first major offering will be the Bette Davis—Gary Merrill—Emlyn Williams starrer, "Another Man's Poison," directed by Irving Rapper for Douglas Fairbanks, Jr., and his associates, H. Alexander MacDonald and Val Guest. It will go into distribution on Jan. 16.

On Jan. 4, UA will release Joan Caulfield's and David Niven's "The Lady Says No," directed by Frank Ross for Ross-Stillman productions with a cast headed by Lenore Lonergan, James Robertson Justice and Frances Bavier.

On Jan. 11, there will be Dan Duryea in "Chicago Calling," co-starring Mary Anderson. The cast has Ross Elliot and Marsha Jones in this Arrowhead picture, produced by Peter Berneis and directed by John Reinhardt from their own screenplay.

Scheduled for release during the next few months will be the following productions, all completed and now in the final stages of editing and scoring; definite dates will be announced very shortly:

"High Noon," Stanley Kramer's successor to "Champion," "Home of the Brave," "The Men," and "Cyrano de Bergerac," starring Gary Cooper as a Western Marshall. Fred Zinneman directed a cast that headlines Thomas Mitchell, Lloyd Bridges, Otto Kruger, Henry Morgan, Lon Chaney, Jr., Katy Jurado and a new Kramer star, Grace Kelly.

"The African Queen," co-starring Humphrey Bogart and Katharine Hepburn, John Huston's newest for producer S. P. Eagle, for Horizon Pictures, with color by Technicolor. A C. S. Forester story, written for the screen by Huston and James Agee. Robert Morley heads the supporting cast.

"The Green Glove," co-starring Glenn Ford, Geraldine Brooks and Sir Cedric Hardwicke, and introducing a new French star, Gabe Andre, in Charles Bennett's newest story of war. Rudy Mate handled the directorial reins for Benagoss Productions and producer Georges Maurer.

"Saturday Island," starring Linda Darnell, color in Technicolor, with Linda Darnell, Tab Hunter, and Donald Gray. Produced by David E. Rose and directed by Stuart Heisler from his own story, color by Technicolor.

"One Big Affair," co-starring Evelyn Keyes and Dennis O'Keefe, made for Benedict Bogeaus in Mexico. Mary Anderson, Connie Gilchrist and Thurston Hall head the cast, directed by Peter Godfrey.

"A Tale of Five Women," by Alexander Paal, presented by Maurice J. Wilson and Boris Morros. Filmed in six capitals of post-war Europe, with six distinct casts, crews, etc., starring Bonar Colleano, Gina Lollobrigida, in a Roman episode, her first American screen appearance; Eva Bartok, Viennese; Karin Himbold in a Berlin story; Anne Vernon, Parisienne; Barbara Kelly, as an American writer; Lana Morris and Peggy Brown.

"Tightrope," the first production from the newly-formed Aspen Productions, which has joined the forces of Mark Robson with Robert Wise. Based on a true-life experience of the nationally known crime reporter, Alvin Josephy, Jr., who wrote the original story. The film brings to the screen John Forsythe, stage-film star. Wise directed.

Ben Hecht's "Actors and Sin," stars Edward G. Robinson, Marsha Hunt and Eddie Albert. Hecht directed and produced, from his own screenplay.

Ralph Hetzel

(*Continued from page* 1)

over by Edward Cooper, staff director of the Senate Majority Policy Committee, who has been conferring with Johnston on possibly joining MPAA as a specialist in radio-television matters and "liaison" work on Capitol Hill.

There may be a fourth addition to the MPAA executive staff shortly; details of this are expected to be disclosed by Johnston when he returns to MPAA on Monday following several months of government service as Economic Stabilization Administrator. It is expected that Johnston will spend more time in New York than he did prior to his ECA service.

Hetzel is a former secretary to Gov. Pinchot of Pennsylvania and a long-time CIO official. During the war he was with the Army and then the War Production Board and the Civilian Production Administration. Later he was a director of the Commerce Department's Office of Program Planning and assistant to the Secretary of Commerce.

Viether is a personnel specialist. A graduate of Norwich University and Syracuse, he was a top personnel officer for the Panama Canal Railroad, head of the Army Service Force's labor branch, and deputy director of personnel for the Commerce Department.

MPAA Promotion For 20th's 'Dawn'

Production and background material detailing 20th Century-Fox's soon-to-be released "Decision Before Dawn," is being circulated among the nation's top level opinion makers, by way of a special seven-page multi-colored brochure issued by the Motion Picture Association of America.

Prefaced by a letter written by Arthur H. DeBra, director of the MPAA's Community Relations Department, the brochure features art from the film, a synopsis of the screenplay, and an analysis of the people and the times portrayed in the drama. Printing is initially pegged at 150,000.

MPA Meet Deferred

The Motion Picture Association of America board will convene here on Thursday for a regular meeting, with Joyce O'Hara, MPAA vice-president, presiding. The meeting was originally scheduled to be held today.

Hit 'Fox' for Germany

The decision of 20th-Century Fox to exhibit "The Desert Fox" in Germany will be criticized in an editorial in the November issue of *The Jewish Veteran*, official publication of the Jewish War Veterans of the United States of America, the organization announced Friday.

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NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 103 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 28, 1951 TEN CENTS

Theatres Rebel Against Upped Prices, TOA Says

Taking Plunge Into Trade Practices, TOA Quotes Exhibitors Nationally on Resistance To 'Roadshow Terms for Average Pictures'

Nationwide exhibitor resistance to sales terms which require advanced admission scales at the box-office for "average" or "normal" attractions was reported here yesterday by Gael Sullivan, executive director of the Theatre Owners of America.

Sullivan said TOA is receiving protests from exhibitors in all parts of the nation "which show an increasing resentment and resistance to the unsound sales strategies being adopted by distributors" in establishing such policies. He documented his statement with quotes from the protests he said TOA has received from representative exhibitors in widely separated sections of the country.

The pronouncement assumed added significance, emphasizing as it does, TOA's apparent full-scale commitment to its new role of trade practice intervener and critic, clearly dictated by its recent national convention here and its subsequent regional meetings.

Critics of the "road-show film rentals" policy quoted by Sullivan included Sidney Lust, Washington, D. C.; J. H. Thompson, Hawkinsville, Ga.; Robert E. Bryant, president of the Theatre Owners of North and South Carolina; Jay Solomon, president, Tennessee TOA; B. B. Garner, Lakeland, Fla.; Charles R. Gilmour, Denver; Edward E. Pringle, secretary, Colorado ATO; Pat McGee, Denver; Morris Loewenstein, president, TO of Oklahoma; Tom Edwards, MPTO of St. Louis; Arthur H. Lockwood, Boston; R. R. Livingston, president, Nebraska TA; C. E. Cook, president, Kansas-Missouri TA; Louis K. Ansell, chairman of the board, MPTO of

(Continued on page 4)

Talent Pay to Stay Free of Gov't Control

SSB Group Recommends Studios 'Police' Selves

WASHINGTON, Nov. 27.—Recommendations by a special Salary Stabilization Board committee on film talent workers have now been submitted to the Board, and they boil down pretty much to letting the industry continue its present talent salary policies.

It was understood that the recommendations, from a three-man committee consisting of Roy Hendrickson, Neil Agnew and Philip Siff, set up very general rules for talent workers' salary controls and then propose that each industry using talent personnel "police" itself.

It is believed this set-up would let the studios continue their traditional salary policies, just as they have been doing for the past year under special authority from the Wage Stabilization and Salary boards.

The Hendrickson committee report

(Continued on page 4)

RKO Sales Heads To Meet in Chicago

RKO Radio will hold a meeting of district managers at the Ambassador East Hotel in Chicago tomorrow and Friday, Robert Mochrie, RKO Radio vice-president and general sales manager announced yesterday.

Attending the meeting from the New York office will be Mochrie, Walter Branson, Harry Gittleson, Nat Levy, Charles Boasberg, Sid Cramer, S. Barret McCormick, Dan Loventhal, Frank Mooney, William McShea and Leonard Gruenberg.

Johnston to Outline Plans at Meet Here

WASHINGTON, Nov. 27. — Motion Picture Association president Eric A. Johnston will outline his plans to build up MPAA's staff and run MPAA in the future at a board meeting in New York next week, according to Johnston's press officer, Kenneth W. Clark.

It has already been reported that Johnston was bringing two top gov-

(Continued on page 4)

Daff and Feldman To Head Top Level 'U' Sales Meeting

Universal will bring together its sales executives from all sections of the country for a series of top level policy and planning meetings to be held at the Universal-International Coast studios during the week beginning Dec. 10.

One of the principal objectives of the meetings will be a review and finalization of plans for the release of the recently announced 36-picture program—half with color by Technicolor—planned for 1952.

Alfred E. Daff, vice-president and director of world sales, and Charles J. Feldman, domestic sales manager, will head the home office sales group which will include F. J. A. McCarthy, South-

(Continued on page 4)

Fitter Named Aide To Owen at Para.

Al Fitter, Paramount Pictures sales representative in the Rochester, Syracuse and Binghamton districts, has been promoted to assistant to Hugh Owen, Southern division manager, stationed at the home office.

Before becoming a Paramount salesman, Fitter was head film booker and office manager in Rochester. He is succeeded in Rochester by Frank Saviola, who has held the top booking and office manager post in that city, to which Tony Mercurio, Saviola's former assistant, has been advanced.

Another Year for Garland at Palace

Plans to retain Judy Garland for another year at the two-a-day RKO Palace here were disclosed yesterday by Sol Schwartz, president of RKO Theatres, at a testimonial dinner in the star's honor at the Hotel Astor, tendered by seven AFL theatrical unions.

Schwartz told the assembled guests, which included top figures in both management and labor fields of the industry, that as yet "we have no plans to replace Miss Garland. We expect

(Continued on page 4)

Federation Group To Meet Tomorrow

A special luncheon-meeting of chairmen of the industry's gifts committee and members of the executive committee of the Federation of Jewish Philanthropies drive for New York, will be held here tomorrow in the offices of Barney Balaban, president of Paramount Pictures.

Si Fabian and Balaban are co-

(Continued on page 4)

Video Station Considers Theatres Competitive, Bars Film Star 'Plugs'

Boston, Nov. 27.—Television station WBZ is understood to have decided to prohibit motion picture stars from appearing before the TV cameras of its station unless the stars appear in behalf of a charity or Community Fund drive. The basic reason is to prohibit the promotion of a motion picture in which the star is to appear within the immediate future in this territory. The station's management now considers motion picture theatres to be opposition to its telecasts.

This is believed to be the first case of its kind in contemporary telecasting and is in direct contrast to the present wide practice of film star telecasts, which have brought many complaints from exhibitors who consider television to be competition to theatres.

Name Schlaifer Sales Manager of Realart

The appointment of Jack Schlaifer, former general sales manager of Eagle Lion Classics, to the new post of general sales manager and vice-president of Jack Broder Productions, Inc., and Realart Pictures, Inc., was announced here yesterday.

Besides his association with ELC, Schlaifer was sales manager in past years for Universal, 20th Century-

(Continued on page 4)

Hearing Set for Goldwyn-RKO Bid

Chicago, Nov. 27. — Judge Barnes has set the hearing of the Samuel Goldwyn-RKO petition for an extended first run (exceeding the two-week limitation set forth in the Jackson Park decree) on "I Want You" for Monday, Dec. 3; and the hearing on the request of the Jeffery Theatre to be allowed to bid against the Jackson Park and to run day-and-date with the Jackson Park for Monday, Dec. 10. The hearings will be conducted by Federal Judge Michael L. Igoe, who handed down the original Jackson Park decree.

20th's Coast Parleys Delayed A Week

Due to a delay in delivery of the first Technicolor print of "With A Song in My Heart," scheduled to be shown to 20th Century-Fox executives at the studio next week, the high-level meetings of company president Spyros P. Skouras, distribution chief Al Lichtman, vice-president Charles Einfeld and studio heads Joseph M. Schenck and Darryl F. Zanuck will start on Monday, Dec. 10 instead of this Monday.

Postponement of the parleys will enable the home-office trio to witness several other productions just emerging from the laboratory, all of which will be the subject of discussions in setting distribution plans for the new year. The films are: "Viva Zapata," "5 Fingers," "Red Skies of Montana" "Lydia Bailey," "Belles on Their Toes," "Wait Till The Sun Shines, Nellie," "Phone Call from A Stranger," "The Pride of St. Louis" and "Return of the Texan."

Salemson Is Named Dougfair Ad Head

Harold J. Salemson has been named Eastern advertising, publicity and exploitation head of Dougfair Corp., by Douglas Fairbanks. The company will distribute its new "Another Man's Poison" through United Artists starting in January.

200-Theatre Opening For 'Red Skies'

A mass saturation day-and-date opening involving more than 200 theatres in the West will launch 20th Century-Fox's "Red Skies of Montana" during the period from Jan. 22 to March 4.

Mrs. Nellie Witting, Ritchey Associate

Mrs. Nellie Witting, associate of Norton V. Ritchey, president of Monogram International Corp., for almost 30 years, died here late last week, it was disclosed yesterday. Mrs. Witting had been inactive for the last year due to illness.

Personal Mention

ROBERT W. COYNE, special counsel of the Council of Motion Picture Organizations, last night debated the importance of U. S. Savings Bonds with LESLIE GOULD, *New York Journal-American* financial writer, on ABC-TV's program, "On Trial." COYNE took the affirmative.

•

MAURICE WHITE, president of Mid-State Theatres, was operated on at Jewish Hospital in Cincinnati for appendicitis.

•

MAC FARBER and EDDIE RUFF, independent distributors from Boston, were in Hartford and New Haven yesterday, and will proceed here today.

•

HOWARD DIETZ, M-G-M vice-president and director of advertising, publicity and exploitation, left here last night by plane for the Coast.

•

ROTUS HARVEY, president of PCC-ITO, has returned to San Francisco after attending a meeting in Montana.

•

FRANK SELTZER and LARRY LANSBURGH, producers, will fly here from Hollywood Friday.

DAVID BRILL, independent film distributor, is in Roosevelt Hospital here with a stomach ailment.

•

HAYES GOETZ, M-G-M producer, and ANDREW MARTON, director, will arrive here tomorrow from the Coast and will leave immediately by plane for England.

•

MAURICE A. BERGMAN, Universal-International executive in charge of trade and public relations, was confined to his home here yesterday with an attack of the grippe.

•

JACK GLENN, March of Time director, and executive of the Eastern Screen Directors Guild, returned to New York yesterday from a Texas tour.

•

WALTER L. TITUS, JR., Republic Pictures district manager, is in Cincinnati and will visit the Pittsburgh branch before returning here on Monday.

•

ARTHUR LOEW, president of Loew's International Corp., will fly here today from Hollywood.

Hope Takes Bellaire In 'Spy' Premiere

BELLAIRE, Ohio, Nov. 27. — The world premiere tonight of Bob Hope's Paramount film, "My Favorite Spy," co-starring Hedy Lamarr, was screened in the living room of Mrs. Anna Kuchinka, a Bellaire housewife. She achieved this distinction as a reward for her prize-winning letter on the subject, "Why I would like to have the world premiere of 'My Favorite Spy' in my living room."

The festivities started late yesterday when Hope arrived at the nearby city of Wheeling, W. Va., with a plane-load of Hollywood celebrities and members of his radio troupe, including Marilyn Maxwell, Gloria Grahame, Jan Sterling, Jerry Colonna, Les Brown and his orchestera, Hy Averback, Hope's announcer, plus writers, producers and directors.

Katz Fills Balaban's Post at Roxy Here

A. J. Balaban, retiring executive director of the Roxy Theatre here, said yesterday he has no future plans to announce at this time. However, he will continue in an advisory capacity to the management of the theatre for three years following his retirement on Jan. 1.

David T. Katz, managing director of the theatre for the past 10 years, will succeed Balaban on Jan. 1 as executive director. The successor to Katz' post has not been named as yet.

Normandie 'Preview'

A "preview" of the new Normandie Theatre on West 57th Street will be conducted by the management for invited guests next Wednesday. Inspection of New York's newest theatre will be followed by a buffet luncheon.

MPA Reception Here For Baker, French

Moton Picture Association of America was host yesterday to Reginald P. Baker, president of the British Film Producers Association, and Sir Henry French, director-general of the BFPA, at a cocktail party at the Hampshire House here.

Baker and Sir Henry will leave here for London today after a two-week visit, during which they explored marketing prospects for British films in the U. S. and related matters. Among those present at the party were John Davis, managing director of the J. Arthur Rank Organization, and Ronald Leach, financial advisor, who also leave here for London today, after a routine inspection of Rank's interests in the U. S. and Canada. It is understood that they will carry with them no recommendations one way or the other as to any position to be taken by Rank with respect to the projected merger of Universal Pictures and Decca Records.

Danny Kaye Lauds Korean Audiences

The "most wonderful audiences in the world" are in Korea, Danny Kaye announced in New York yesterday following a one-month, one-show-a-day United Service Organizations tour of the front lines on that embattled peninsula.

Kaye will report on the tour at a USO executive board luncheon in Washington tomorrow, and then will depart for the Coast where he will start work on Samuel Goldwyn's "Hans Christian Anderson." When the picture is finished he will head for Europe to entertain U. S. troops there.

Have You Signed the 1951 'Christmas Salute' to YOUR Variety Clubs - Will Rogers Memorial Hospital?

Newsreel Parade

THE Korea truce talks and a report from Indo-China are current newsreel highlights. Other items include Personalities in the News, floods abroad, and sports. Complete contents follow:

MOVIETONE NEWS, No. 96—Hope for Korean truce. Eisenhower greets "G.I.'s" in Germany. Train crash in New York. Masked priests accuse Reds. Strife in Suez. Australia picks "Miss Kangaroo." Football.

NEWS OF THE DAY, No. 226—Priests tell of Red terror. Egyptians protest British policy. Israel guards border against Arabs. Korea truce line agreed on. "G.I." war brides from Korea. Spotlight on babies. Football.

PARAMOUNT NEWS, No. 29—Report from Korea. Egyptians demonstrate. President Auriol host to UN delegates. NATO council meeting in Rome. Eisenhower welcomes Canadians, then greets Princess Margaret. Football.

TELENEWS DIGEST, No. 48-A—Indo-China report. Egyptians protest against British. Ghandi disciple. Italian floods. NATO opens school. Bring Germany closer to Western European community. Stalingrad mayoress in Britain. Football.

UNIVERSAL NEWS, No. 512—European defense meet. Cairo riots. Floods in France. Korea brides. Food for prisoners in San Francisco. Joe Louis in Japan. Football: Tennessee-Kentucky; Stanford-California; Michigan-Colorado.

WARNER PATHE NEWS, No. 31—Korea truce line set. Cairo in silent demonstration. Vice-president Barkley in Japan. Preparations for Big Three talks. Pearl Harbor remembers 10 years back. Joe Louis in Japan. Football.

Grainger to Omaha For 'Blue' Premiere

James R. Grainger, Republic executive vice-president in charge of sales and distribution, left here by plane yesterday for Omaha to participate in the "Omaha Salutes the Strategic Air Command" celebration. The affair will culminate in the world premiere of Republic's "The Wild Blue Yonder" at the Orpheum Theatre, in that city tomorrow.

Grainger will return to New York on Saturday.

Grainger, RKO in New Five-Year Deal

HOLLYWOOD, Nov. 27.—Edmond Grainger Productions and RKO Pictures consummated a new five-year deal for 10 top-bracket films as minimum for the period. The new pact goes into effect on the completion of the present two-year pact, expiring next month, under which Grainger produced "Flying Leathernecks," "The Racket" and "Korean Story."

Pell Leaves Goldwyn, Joins Color Service

Robert E. Pell, assistant to Alfred Crown, vice-president in charge of world sales for Samuel Goldwyn Productions, has resigned, effective Nov. 30 to become sales manager for Color Service Co., Inc., specializing in the development of 16mm. color film for motion pictures.

Pell, who has been with the Goldwyn organization for six years, takes over his new duties on Monday.

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M·G·M's

"QUO VADIS" TRADE SHOWS

THEATRE SCREENINGS DEC. 10 TO DEC. 14

Invitations have been mailed to exhibitors. If yours has not arrived, come anyhow. No one should miss this most important trade show of our time.



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The public has spoken. All first dates are history-making! Imagine! National average is 133% of "GWTW"! When you've got the goods the people will cheerfully pay. Here are the cities which prove in their first 5 days (at press time) that "Quo Vadis" is the Greatest Entertainment of All Time:

PITTSBURGH, SAN FRANCISCO, ATLANTA, CLEVELAND, MEMPHIS, ST. LOUIS. And in its 3rd week in NEW YORK it beats "GWTW" at the Astor by 17% and at the Capitol by 48%.



Western Pa. Allied Reelects Officers As Convention Ends

PITTSBURGH, Pa., Nov. 27.—Holdover officers of the Allied Motion Picture Theatre Owners Association of Western Pennsylvania were elected for a second year at the 31st annual two-day convention which was brought to a close in the William Penn Hotel here tonight.

They are Fred Beedle, president; Norman Mervis, vice-president, and Earl Beckwith, treasurer. The newly-elected board of governors is composed of Theodore Manos, Dave Hadburg, Theodore Grance, William Wheat III, Speer Marousis and Ben (Bud) Rosenberg.

Abram F. Myers, chairman of the board and general counsel of National Allied, was the principal speaker at today's closed session. He paid a tribute to the late M. A. Rosenberg, former national and local president of Allied and also urged that the members fully support COMPO.

Myers also reported that four separate territories are doing very badly from a box-office standpoint and that Western Pennsylvania was one of them. A number of resolutions were passed.

'U' Sales Meeting

(*Continued from page* 1)

ern and Canadian sales manager; Foster M. Blake, Western sales manager; P. T. Dana, Eastern sales manager, and James J. Jordan, circuit sales manager. Also attending will be district managers David A. Levy from New York; P. F. Rosian, Cleveland; John J. Scully, Boston; Mannie M. Gottlieb, Chicago; Barney Rose, San Francisco; James V. Frew, Atlanta, and Henry H. Martin from Dallas.

Leo Spitz, executive head of production; William Goetz, in charge of production, and Ed Muhl, vice president and general manager of the studio, will head the production group.

David Lipton, vice-president in charge of advertising and publicity; Al Horwits, studio publicity director; Charles Simonelli, Eastern advertising and publicity department manager, and Philip Gerard, Eastern publicity manager will head the advertising and publicity group at the sessions.

Overseas operation will be dealt with by Americo Aboaf, vice-president and foreign sales manager of Universal International Films, Inc., and Fortuna Baronat, foreign publicity director.

Garland Tribute

(*Continued from page* 1)

her to be there for another year," he added.

Richard F. Walsh, president of the IATSE, in his tribute to Miss Garland for bringing vaudeville back to Broadway with her opening at the Palace on Oct. 16 said that she has proven that there is nothing wrong with show business that a good performer cannot cure.

The seven sponsoring unions were: AGVA, AFM, Local 802; Theatrical Teamsters, Local No. 817; Theatrical Protective Union, Local No. 1; Treasurers and Ticket Sellers Union, Local No. 751; Sign, Pictorial and Display Local No. 230, and the Theatrical Amusement and Service Employes, Local 54.

Rebel Vs. Upped Prices

(*Continued from page* 1)

St. Louis, Eastern Missouri and Southern Illinois, and M. E. Hensler, president, MPE of Florida.

Pulling no punches, Sullivan termed the setting of "road-show film rentals on average attractions" injurious to the industry.

"Our claim of being the greatest mass medium of entertainment becomes a much-derided myth if the comments now reaching us from the West Coast are shortly reflected in distributor demands on up-coming features," he said.

"The exhibitor," he continued, "through mounting costs, personnel expense, taxation and other factors, is in an economic strait-jacket as it is, and any further hampering of his initiative will be adding a noose to his neck. Fore-sighted and far-sighted distributors must see the necessity of equitable film rental terms that will permit the exhibitor a fair return and insure a much wider market for the play-off of their product."

Sullivan said the complaints he quoted from exhibitors around the country "are but a small part of hundreds of highly critical condemnations that have come to me about distributor sales policies that are disrupting relationships between distribution and exhibition."

"Nothing," he said, "so clearly highlights the need for an equitable system of arbitration to resolve these cleavages that are developing between distributors and exhibitors."

Following are excerpts from the complaints released by Sullivan:

Lust: "Road show film rentals will hurt our business. We played 'Bathsheba' at $1 top, bought it for a week. The last two days we didn't have over 200 people in the house but had plenty of squawks. Producers better modernize their selling instead of worrying about increased admissions. Better pictures, longer playing time with more reasonable admissions are the answer."

Thompson: "At our meeting this month of 52 Georgia exhibitors, strong resentment was voiced against the ever-increasing demand for higher percentage on ordinary pictures, especially demands for road-show terms, with increased admission prices, for pictures like 'Hortie the Horn Blower' and 'Street Car Named Desire.' It is hard for patrons to understand why we want increased admission prices for entertainment that is no better than the ordinary run of entertainment."

Bryant: "Road-show rental gimmicks for ordinary features, forcing advance admission prices, will arouse strong and vigorous exhibitor resentment everywhere and create frictions that are unnecessary. Such tactics will result in buyers' resistance and ultimate diminishing returns. Public resistance already is terriffic against upped admissions."

Solomon: "Receiving numerous complaints from grass roots exhibitors of our organization about patrons complaining about so many advanced admission pictures . . . when they are fighting so hard to get the lost audience back into the theatres."

Garner: "Talgar Theatre Co. resents such tactics and will not exhibit same. This policy by distributors is effort eventually to establish higher film terms on all top product."

Gilmour: "Patron reaction at all showings was critical and in many instances abusive. There might be some reason for advanced admissions on a picture such as 'Quo Vadis.' It is our opinion that exhibitors generally should stop the practice from becoming widespread."

Pringle: "At recent meetings of our association bitter objections to road shows and other methods of forcing high film rentals have been voiced. The public vociferously resents advanced prices."

McGee: "An occasional road-show such as 'Quo Vadis' can be digested by the industry but if every better-than-usual picture is to receive such treatment innumerable theatres will be compelled to close their doors. The public will rebel even more."

Lowenstein: "Please enter the urgent protest of the TO of Oklahoma against the establishment of general bidding practices now threatened in this industry. Their use will only widen exhibitor - distributor disharmony."

Edwards: "Advise exhibitors to pass them as public resents raised admissions on cream when they pay regular for skim milk."

Lockwood: "The practice is undermining further the weakened structure of exhibition in this territory. The public blames theatres for these price increases, which serves to counteract and defeat beneficial effects of the 'Movietime' campaign."

Livingston: "It will do more to wreck the exhibitor who already is having a hard time."

Cook: "Representative exhibitors in Kansas City territory vigorously oppose advanced admission features which result in depressed business following such engagements. Some report 'Quo Vadis' and 'Greatest Show on Earth' possible exceptions."

Ansell: "Public resentment against increased admission prices, including those truly worthy of road-show designation, heard by us on all sides, augmented by letters published in newspapers condemning theatres."

Hensler: "We feel such selling policies are unwarranted and create impractical wholesale bidding which in turn will affect the sound economy of our business."

Schlaifer, Manager

(*Continued from page* 1)

Fox and United Artists. Schlaifer's position with Broder Productions and Realart Pictures, it was stated, in no way changes the status of Jack Schlaifer Organizations, Inc., which will continue to operate in distribution.

Have You Signed the 1951 'Christmas Salute' to YOUR Variety Clubs - Will Rogers Memorial Hospital?

Levin to Check for Realart, Broder

Jack H. Levin Associates has been named the official checking agency on a national basis for Realart Pictures, Inc. and Jack Broder Productions, it was disclosed here yesterday by Budd Rogers.

Annual 'Christmas Salute'—Variety Clubs—Will Rogers Memorial Hospital—November and December—1951.

Golden Reports Imports Face New Tax Levy in Japan

WASHINGTON, Nov. 27.—A special tax on Hollywood and other foreign films is being talked of in Japan as a means of financing domestic film production, according to U. S. Commerce Department film chief Nathan D. Golden.

Golden reported that although Japanese production in 1950 was second only to that of U. S. companies, the domestic industry had a loss of $1,388,000 boosting the native industry's post-war deficit to $5,556,000.

The Japanese Ministry of International Trade and Industry, only recently made aware of the potential export market for Japanese films, is undertaking a plan to improve the content of Japanese films, Golden said. Under this plan, the Motion Picture Industry Rationalization Council, a private industry group, will make recommendations for helping film companies finance their activities and procure funds and foreign exchange for equipment imports to modernize facilities. "For the time being," Golden said, "the export program would be centered around joint Japanese-U. S. production of popular pictures depicting subjects peculiar to Japan."

MPAA Sponsoring French Film Here

Hemispheric distribution rights for the new French feature import, "The Voyage to America," will be negotiated following a special showing of the picture for foreign film distributors at Paramount's preview room here next Tuesday, it was announced by B. Bernard Kreisler, executive director of the Motion Picture of America's Advisory Unit for Foreign Films, which is sponsoring the screening.

Johnston to Outline

(*Continued from page* 1)

ernment officials—Ralph Hetzel and George Viether—with him from the Economic Stabilization Agency when he returns to MPAA at the end of the week, and that MPAA also hopes to hire Edward Cooper, a staff member of the Senate Democratic policy committee. It was also reported that Johnston plans to spend "a great deal more time" in New York—possibly as much or more than he will spend in Washington.

There had been talk of a press conference here this week to outline all these plans. However, Johnston feels the MPAA board should get a first look at them, and therefore will hold his press conference next week after talking to the board.

Talent Pay

(*Continued from page* 1)

was handed to Board executive director Joseph Cooper today, and was a unanimous report, signed by all three members. It may be some time, however, before the full report is released.

Federation Group

(*Continued from page* 1)

chairmen of the local industry's Federation drive, while Leonard Goldenson, Herman Robbins and Sol A Schwartz are co-chairmen of the corporate gifts committee.



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Meet This Week on Industry Bid for 'Essential' Rating

The film industry's appeal for government recognition as an "essential industry" will be discussed in Washington either tomorrow or Friday by Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, and Dr. Alton Porter of the U. S. Commerce Department.

Coyne said here yesterday that he expected to leave for the Capital tomorrow. While there he will also confer with Treasury Department officials.

The COMPO executive said he has been keeping close watch on radio and television industry activities intended to secure "essential" ratings for those media. Whatever appeals are made by the radio-TV industry are certain to be matched by the film industry, Coyne said.

Legion Post Honors Herbert Philbrick

BOSTON, Nov. 27. — More than 1,000 attended the dinner given here tonight at the Hotel Bradford in honor of Herbert Philbrick, who worked undercover for the FBI in the American Communist Party. The tribute was sponsored by the Crossup-Pishon Post of the American Legion.

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Television--Radio

Comment and Opinion

AGAINST the background of a Silver Anniversary, the National Broadcasting Company and its affiliated stations open their fifth annual convention at Boca Raton, Fla., this morning. It'll be the largest such meeting ever, with executives of NBC's 190 radio stations and 64 television outlets on hand, along with the NBC brass, for the three days of speeches, discussions and festivities.

Niles Trammell, chairman of the board of NBC, will welcome the assemblage and present placques to the six stations affiliated with NBC throughout its 25 years as a network. Joseph McConnell, president, delivers the keynote address.

Radio, and ways of keeping the sponsors interested in it, will be a prominent topic at the convention. If there are any fireworks they'll develop at the closed meeting of the NBC radio and TV affiliates tomorrow afternoon and at their general discussion of problems with NBC executives Friday morning.

☆ ☆ ☆

Many new programs are going on the air, both in radio and TV, and a couple of old ones are signing off. The Somerset Maugham Theatre will be missed on NBC-TV, but viewers will welcome the return of Pulitzer Prize Playhouse over ABC-TV Dec. 19. Frigidaire will sponsor the series which is to alternate Wednesday evenings with The Celanese Theatre. The Metropolitan Opera broadcasts return next Saturday afternoon over ABC. Vivian Blaine and Pinky Lee got off to a good start over NBC Monday and Dinah Shore yesterday made her debut in her own show last night.

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Names are supposed to attract audiences, and in most cases they do. But those who tuned in last Friday to enjoy the much-advertised premiere of the RCA Victor-sponsored Ezio Pinza Show had a big disappointment in store for them. The let-down was as unfortunate as it was unnecessary, for Pinza has an exploitable personality and his basso voice has gained him many loyal fans. But as seen last week, "at home in his living room," Pinza was ill-at-ease in a medium to which he is no absolute stranger. His songs, mostly from "South Pacific," registered, but the period between their rendition dragged on interminably.

Jane Froman was Pinza's guest and she too was handicapped by the poor quality of the material handed her. Much was made of Pinza's reputation as a "wolf," but the humor of this particular approach fell flat. Unless the producer lets Pinza do the singing and gets others to pace the show, the program isn't going to get off the ground.

☆ ☆ ☆

Effective collaboration between Hollywood and television will bring TV viewers another treat this coming Christmas Day when CBS-TV will again present the "Walt Disney Christmas Show," an hour-long fantasy featuring Disney's famed characters and the master-animator himself. It will be the second time that Disney shares his treasures with the nation-wide TV audience and, like last year, it should win him many new friends.

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And the ever-closer attachment between the movies and the broadcasters becomes evident in some recent deals. MGM-produced transcriptions, featuring Metro stars, will be an exclusive feature of the Mutual Broadcasting System. CBS-Radio will present two half-hour dramatic shows a week starting Dec. 6, with the studios donating motion picture stories and the stars contributing their talent without charge for the Motion Picture Relief Fund. And what a plug Bob Hope gave Movietime U.S.A. on the Chesterfield TV program Sunday! He and William Bendix gave the industry a big and deliberate boost.

☆ ☆ ☆

Edward R. Murrow and Fred Friendly, who made radio history with their "Hear It Now," have transferred their talents to television to give CBS one of its most distinguished and exciting new shows. Mr. Murrow has a pleasing TV personality and his informal commentary is an essential part of a program that grasps the huge potential of TV to bring the world and its people into the living room. Special, off-the-beaten-track film is being shot for the show and interspersed with "live" pickups.

FRED HIFT

Single Censorship Set for Argentine

Washington, Nov. 27.—The Argentine government has moved to coordinate all censorship in that country, the U. S. Commerce Department reports.

Until now, it was said, all pictures had to be approved both by national censorship authority and then by the various municipal authorities, with the latter quite frequently banning pictures okayed by the former. A new decree now creates a joint commission from various national and municipal groups which will have exclusive responsibility for censorship throughout the country.

Crosby Too Busy for Television Right Now

HOLLYWOOD, Nov. 27.—First authorized statement from Bing Crosby with respect to television came today when, after revealing he advises on the production of the video series made by Bing Crosby Enterprises, he said, "I have no intention of getting into television at present. I think it's the greatest new medium in show business and is bound to grow and improve with each passing year but I'm so busy with pictures, radio and records that I just don't have time. I'll undoubtedly get into it sooner or later, but right now it looks like later."

NCAA Prepares TV Report on Games

The preliminary report on the results of this winter's experimental telecasting of college football games is now being prepared, it was learned here yesterday.

A spokesman for the National Collegiate Athletic Association, which conducted the experimental program to find out what effect the telecasting of games has on stadia box-office receipts, said that the report would be made public about the second week of January when the NCAA holds its annual meeting in Cincinnati.

Kodak Workers Get $20,300,000 Bonus

ROCHESTER, Nov. 27.—A wage dividend of an estimated $20,300,000 will be shared next March by about 48,000 Kodak workers in the U. S., the company has announced.

This is the 40th year of the wage dividend plan at Kodak. In the payment on March 7, 1952, eligible persons will receive $27.50 for each $1,000 earned at Kodak during the five years 1947-1951. Last year employes also received $27.50 for each $1,000 earned during the previous years. Approximately $18,000,000 was paid in the 1950 wage dividend.

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Charges Films 'Sold Away' From 1st-Runs

SCTOA Also Tells TOA Admissions Are 'Forced'

The Southern California Theatre Owners Association has filed with Theatre Owners of America headquarters here the charge that distributors have a "policy of selling first-run pictures to individual outlying theatres" for long runs, "totally disregarding the investment in first-run theatres." The unit charged at the same time that "forcing of increased admission prices" is prevalent in the area.

SCTOA's allegations were contained in a telegram from Gus Metzger, chairman of the unit. TOA's disclosure of its receipt served to underscore the national organization's increasing preoccupation with trade practices.

"The membership of SCTOA is very much upset" about the sell-away "policy," Metzger stated. "By this pol-

(*Continued on page 3*)

TOA Panel Meeting In Albany Is Seen

A "strong possibility" that the Theatre Owners of America will hold its next grievance panel meeting in Albany, N. Y., was indicated here yesterday.

Decision in this regard may be made today when Harry Lamont and attorney Louis Sumberg of Albany meet here with Gael Sullivan, TOA executive director, and S. H. Fabian, executive committee chairman, to dis-

(*Continued on page 3*)

N. Y. Audiences Unaffected by Alert

Patrons in the few theatres open on Broadway during yesterday morning's Civil Defense air raid drill remained in their seats and were undisturbed. At the Capitol and Loew's State, for example, there was no interruption of the regular film program, while at the Radio City Music Hall early morning patrons just sat listening to organ music before the program began at 10:45. At the

(*Continued on page 3*)

Forced Sales Policy Hit at Allied Meet

Pittsburgh, Nov. 28. — One of the resolutions passed here last night at the Allied Motion Picture Theatre Owners Association of Western Pennsylvania 31st annual convention condemned the policy of forced sales regarding percentage pictures and also the increased price policy. Illegal fixing of admission prices, forcing of pictures, competitive bidding, clearance and prints were also among the subjects discussed.

'Ronde' Permit Bid Transferred to Appellate Division

ALBANY, N. Y., Nov. 28.—Supreme Court Justice Kenneth S. Macaffer has signed papers approving the transfer to the Appellate Division of the application of Commercial Pictures Corp., holder of the American rights to "La Ronde," for an order reversing the board of regents and directing them to issue a license for the French film. The Motion Picture Division, State Education Department, refused a permit on April 4 and again on April 13, on the ground that the picture was "immoral and tended to corrupt morals," within the meaning of Section 122 of the Education Law.

Petitioner, whose president is Robert Hakim and whose managing director of sales is Gaston Hakim, appealed to the regents. It received notification

(*Continued on page 3*)

25 Trade Shows of 'Vadis' in Theatres

M-G-M has set 25 theatre trade showings of "Quo Vadis" starting Dec. 10. These showings will preclude any projection room screenings. Invitations for the theatre screenings are being sent by branch managers to leading exhibitors in their territories. Admission will be by ticket only.

In Memphis, Atlanta, St. Louis, Cleveland, San Francisco and Pittsburgh, Loew's theatres are now showing the picture and they will be used for the trade showings. Exhibitors, also, in those areas will be invited to attend special screenings.

Seven more Loew's theatres in six towns, namely, New Orleans, Buffalo, Indianapolis, Kansas City, Boston, and Washington, are scheduled to open the

(*Continued on page 3*)

New Depinet Sales Drive A Highlight Of Chicago Meeting

CHICAGO, Nov. 28.—RKO Pictures contemplates a new sales drive, commencing on Dec. 21 and running through June 26. Designated "Ned E. Depinet 1952 Drive," it will carry the slogan, "RKO Rates the Dates."

Plans for the sales drive will be highlighted at the meeting to be held by RKO home office executives and district managers at the Ambassador East Hotel, here tomorrow and Friday. Robert Mochrie, vice-president and general sales manager, will preside.

Depinet, company president, will attend tomorrow's session at which product to be released during the first six months of 1952 will be detailed.

As in last year's drive, the district managers will be captains for their respective territories. All will be present at the meeting. They are: Robert J. Folliard, Eastern district; Morris E. Lefko, East Central; Her-

(*Continued on page 3*)

Columbia Executives At 'Frisco Meeting

SAN FRANCISCO,, Nov. 28.—Columbia executives Abe Montague, Rube Jackter and George Joseph are here from New York conducting a four-day meeting with Western managers of the company on sales policy. The sessions started yesterday and will run through Friday.

Exchange managers attending are James Deale of Portland; Neal Walton, Seattle; Wayne Ball, Los Angeles; Harold Greene, Salt Lake; Robert Hill, Denver, and L. E. Tillman of San Francisco.

N.Y.C. May Consider Ticket Tax in 1952

Albany, N. Y., Nov. 28.— Besides seeking authority to reimpose its three per cent municipal sales tax, New York City next year will consider a number of other new non-property taxes, including possible locally-imposed levies on amusement admissions.

Under existing state law the city already has the power, among other things, to impose a levy on amusement admission prices. Use of some of its existing taxing powers is expected to be proposed during 1952.

Gov't to Ask High Court Dipson Review

Defendants' Ownership Of Theatres Questioned

WASHINGTON, Nov. 28.—In a highly unusual move, the Justice Department will ask the U. S. Supreme Court to review a New York Circuit Court of Appeals decision which threw out the Dipson Theatres anti-trust case against the Shea Circuit and six major distributors.

Justice will argue that the District Court and the Circuit Court, in ruling against Dipson, had acted in conflict in one important aspect with the Supreme Court ruling in the Paramount case, and that the high court should set the matter right.

Dipson sued Shea, Warner Brothers, RKO, Loew's, Paramount, 20th Century-Fox, and United Artists, alleging a conspiracy to deprive four of its Buffalo theatres of proper runs and clearances. Both the District and Cir-

(*Continued on page 3*)

Huston Praises Code; Hits Minority Censors

The present self-regulatory censorship of the film industry received a boost yesterday from director John Huston, who plans to leave here by plane on Monday for Europe to work on several projected films.

In response to a question covering his views on censorship, Huston said he abhorred the pressure of minority groups and felt that the people themselves should be able to discriminate

(*Continued on page 3*)

N.Y. Variety Awards At Astor Tonight

New York's Variety Club will announce the winners of the 1951 Variety Club "Welfare Awards" at a carnival-bazaar to be held tonight, on the Hotel Astor Roof. The entire facilities of the roof, including the Belvedere Room, will be turned into a panorama of booths, sideshows, spinning wheels and games of skill.

Focal point of the evening will be the drawing of the major prizes, in-

(*Continued on page 3*)

3-Day Promotion for Republic's 'Yonder' Premiere in Omaha

OMAHA, Nov. 28.—The three-day celebration, "Omaha Salutes the Strategic Air Command," will come to a climax tonight with the world premiere of Republic's "The Wild Blue Yonder" at the Orpheum Theatre.

Since Tuesday afternoon, when a contingent of Hollywood stars arrived aboard a special plane, this town has been one continuous round of civic, military, and press events. Flying in from the Coast were Wendell Corey, Forrest Tucker and Phil Harris, from the cast of the picture, plus Alice Faye, Victor McLaglen, Estelita, Rod Cameron, and Grant Withers.

Joining the Hollywood contingent were Republic officials headed by James R. Grainger, executive vice-president in charge of sales; William Saal, executive assistant to president Herbert J. Yates; A. H. Fischer, Midwest district manager, and branch managers Robert Withers, Kansas City; Paul Webster, Des Moines, and Harry Lefholtz, Omaha.

Theatre executives attending the celebration and premiere include A. H. Blank, president of United Paramount Theatres-Tri-States Theatres; Dale McFarland, executive assistant to Blank; Myron Blank, president of Central States; Kermit Carr, chief buyer and booker for Tri-States; A. Don Allen, director of advertising-publicity for Tri-States, and Tri-States district managers William Miskell and Herbert Grove.

Tomorrow night's premiere will be highlighted by a 20-block long parade, to be climaxed on stage with a world-wide broadcast of the premiere ceremonies over Armed Forces radio service.

Souvaine Program Is Raised to 10

James Wolff of Romulus Pictures and Charles Amory of Souvaine Selective, have closed an agreement whereby Souvaine acquires for Western Hemisphere distribution the two new Romulus productions, "Treasure Hunt," starring Martita Hunt, June Cldye, Naunton Wayne and Jimmy Edwards, and "The Innocents Abroad," starring Margaret Rutherford, Basil Radford and Naunton Wayne.

"Treasure Hunt" will be released in the U. S. in January. "The Innocents Abroad" will be released here next April. These two new productions bring the Souvaine 1951-52 release schedule to 10, with others to be announced shortly.

Towne Case Appeal

WASHINGTON, Nov. 28.—The Milwaukee Towne Corp. has asked the Supreme Court to reverse the Seventh Circuit Court of Appeals and sustain the company's million-dollar-plus damage and injunction suit against major distributors.

Annual 'Christmas Salute'—Variety Clubs—Will Rogers Memorial Hospital—November and December—1951.

Personal Mention

ORTON H. HICKS, director of Loew's International's 16mm. department, has left here for the Far East on a business trip.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, has left Hollywood for a tour of the Midwest.

•

JANET LEIGH and TONY CURTIS are in New York from Hollywood en route to Europe. While overseas the couple will tour Army installations.

•

JERRY COOPER, RKO Radio publicist in charge of tie-ups, will leave here for Hollywood Monday.

•

DAVID MILLER, director, is scheduled to leave here for Hollywood Saturday.

•

HAL WALLIS will arrive here from Hollywood today en route to Fort Benning, Ga., for location scouting.

ROBERT L. LIPPERT, president of Lippert Productions, will be in San Francisco from Los Angeles today.

•

SHERRILL CORWIN, president of the North Coast Theatres Corp.; HAROLD CITRON, general manager, and head film buyer NORMAN NEWMAN are in San Francisco from Los Angeles.

•

WILLIAM B. ZOELLNER, head of M-G-M's shorts and newsreel sales, will be in New Haven from here on Dec. 4-5, and will then proceed to Boston, Albany and Buffalo.

•

CONSTANTINE J. BASIL, Buffalo circuit operator, and his wife are in New York en route to Europe.

•

MABEL HILL, RKO Radio fan magazine contact, has returned to Hollywood from New York.

WB's 'Distant Drums' Premiere in Florida

The world premiere of the United States Pictures production "Distant Drums," produced for Warner Brothers, will be held at the Matanzas Theatre, St. Augustine, Florida on Dec. 22. Gary Cooper stars in the picture which has color by Technicolor.

Following the premiere the production will have showings throughout Florida with key openings at Miami, Jacksonville, Naples and Ocala. "Distant Drums" was filmed on location in Florida.

Lengthy 'Tales' Run To Gross $385,000

"Tales of Hoffmann," now winding up its long run at the Bijou Theatre here, is expected to hit a towering $385,000 for its 35-week engagement at the two-a-day showcase, which seats 596 persons.

The 35-week run is the longest engagement for the New York area since "Red Shoes," which chalked up an engagement of two years and eight weeks at the Bijou. Following "Tales of Hoffmann," a London Films-Lopert productions, the Bijou plans to close for a couple of weeks, and reopen before the Christmas holidays.

Start Holiday Ticket Sale

DALLAS, Nov. 28.—Interstate Theatres has begun the sale of Christmas gift books of coupons redeemable for admission tickets. Six denominations, $1, $2.50, $5, $10, $15 and 99 cents, the latter good for 11 children's 9-cent admissions, are offered in bright Christmas envelopes.

To Roadshow 'The River'

DALLAS, Nov. 28. — The Coronet Theatre has booked "The River" to play as a first-run road-show attraction in late January. Milton Cohen, Western division manager of United Artists, was in Dallas to complete arrangements for the showing.

Directors Guild Forum Here Tonight

Four films will be shown at the sixth public film forum of the Eastern Screen Directors Guild tonight at the New York Museum of Modern Art Auditorium. The theme of the forum is "Why Sponsored Films?" and following the screenings the directors and sponsors will discuss methods of making the films and reasons for sponsorship.

Films to be shown are: "Angry Boy," directed by Alexander Hammid, "—And a Voice Shall Be Heard," directed by Jack Glenn, "International Ice Patrol," directed by Henwar Rodakiewicz, and "Flat Hatting," a cartoon by UPA.

Jungmeyer Joins Broidy Productions

HOLLYWOOD, Nov. 28.—Jack Jungmeyer, Jr., has joined William F. Broidy Productions, Inc., as personal assistant to Broidy, along with Eddie Kay. He will manage the company's Sunset Studio jointly with Al Milton, who has been functioning as studio manager. Milton, meanwhile has been promoted to personal assistant to Wesley Barry, a company executive.

Jungmeyer was recently an associate producer with Alson Productions.

Wadsten Is Named Manager in Sweden

Gosta Wadsten has been appointed M-G-M manager in Sweden, by Morton A. Spring, first vice-president of Loew's International Corp. Wadsten, prominent in Scandinavian film circles, succeeds the late Arne Hallin.

'Racket' in Boston

BOSTON, Nov. 28.—At the RKO Boston here, "The Racket" grossed $25,000 in its first week, for the highest receipts of any RKO picture to play the theatre on a straight picture policy in the last year-and-a-half. It is holding over for a second week.

NEWS in Brief . . .

Modern Screen's annual "Popularity Poll" for public participation has resulted in the following selections:

Favorite stars of the year, June Allyson and John Wayne. Jane Powell and Alan Ladd were chosen second most popular stars and Betty Grable and Clark Gable are third. Paired off for fourth and fifth place are Lana Turner and Farley Granger, Elizabeth Taylor and Ronald Reagan. Other favorite stars in order of their selection are: Barbara Stanwyck and Tony Curtis, Janet Leigh and Jeff Chandler, Doris Day and William Holden, Esther Williams and Bing Crosby, Judy Garland and Glenn Ford.

•

HOLLYWOOD, Nov. 28.—Establishment of a new national sales organization with branches in key cities is under way by Jerry Fairbanks Productions, Fairbanks disclosed here following a brief tour of the nation. The organization will be headed by Ralph Cattell, who has resigned as sales vice-president of Wilding Picture Prod. to join the Fairbanks company.

In New York the appointment of Douglas C. Gardner as an account executive of the Fairbanks studios was announced by Robert L. Lawrence, vice-president.

•

Jules V. Schwerin, New York film and television writer-producer, has been signed by Odyssey Pictures as production supervisor to prepare the six Douglas Fairbanks, Sr. films which are to be re-issued by the Douglas Fairbanks, Jr.—Sol Lesser partnership.

Schwerin has for the past year and one-half been writer-producer for the City of New York Motion Picture and Television Unit. Prior to that he was with RKO-Pathe.

The films to be re-released are "Robin Hood," "The Iron Mask," "The Black Pirate," "Mr. Robinson Crusoe," "The Gaucho" and "The Three Musketeers."

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The Catholic Actors Guild's key social event of the year, its annual dance and entertainment, will take place tomorrow night on the Hotel Astor Roof. Proceeds of this affair are devoted to the Guild's Hospital Fund to provide medical and hospital care for ill and needy actors.

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CHICAGO, Nov. 28.—Danny Thomas, star of Warner Brothers' forthcoming "I'll See You in My Dreams," which is scheduled to open at the Chicago Theatre here Dec. 27 for its Midwest premiere has arrived here to launch his campaign to raise a million dollars for the St. Jude Hospital Foundation, a non-sectarian organization for establishment of a TB hospital in the South.

Thomas will remain here until Dec. 2 to sell tickets priced from $2.00 to $100.00 for the premiere performance of his picture at the Chicago with all proceeds going to the Foundation.

Industry Members Afflicted with Tuberculosis are Depending on You—Sign the 1951 'Christmas Salute' to the Variety Clubs—Will Rogers Memorial Hospital.

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Allied Mass Meeting In Phila. Tuesday

Philadelphia, Nov. 28.—Allied ITO of Eastern Pennsylvania issued an invitation to all independent exhibitors in this area to attend a mass meeting next Tuesday at the Hotel Broadwood here. Up for consideration will be forced increase of admission prices, spread of double features in the Philadelphia territory, current film conditions and an "exhibitors unpopularity poll of the 'toughest' film contract."

TOA Panel Meeting

(*Continued from page* 1)

cuss reactivation of the TOA Albany unit.

Has Been Dormant

The Albany unit has been dormant for the last year. The exhibitors who were members of it are understood to be seeking reactivation because of the steps which the national TOA has been taking toward seeking correction of alleged trade practice abuses. From the national organization's point of view a unit in Albany is virtually indispensable since it can render valuable service as a "watchdog" over theatremen's interests that come before the state legislature.

Were the grievance panel to sit in Albany, exhibitors from surrounding territories, including New York, would appear before it to register their trade complaints, it was indicated. The panel includes Mitchell Wolfson, TOA president; Charles P. Skouras, board chairman; Herman M. Levy, general counsel, and Sullivan.

N. Y. Variety Award

(*Continued from page* 1)

cluding three automobiles, of the current Variety Awards. Music for dancing will be furnished by Enoch Light and his band. More than $10,000 worth of merchandise will be awarded during the evening in addition to a series of special door prizes to be drawn every hour. A treasure chest still in the process of being stocked with a variety of gifts will be another main attraction. Everyone attending is assured of a gift or prize according to the commitee.

The Bazaar committee includes: Max Wolff, Edward Lachman, Ira Meinhardt, Morris Sanders, Cy Seymour, Martin Kornbluth, Harold H. Newman, Jerome J. Cohen, Ira Simmons, Lee Koken, George Waldman and Saul Trauner.

Cooke Sues Universal

Thomas Turner Cooke, New York attorney, has filed in U. S. District Court here against Universal Pictures a suit for $115,000 which the complaint describes as unpaid compensation. Cooke alleged that he was employed by the company in 1946 to render professional services, that he worked for Universal until February, 1951, and that he was paid a total of $35,000.

Invited to comment on the suit filed against the company by Thomas Turner Cooke, Universal's legal department declined to issue a statement.

Charges Films 'Sold Away'

(*Continued from page* 1)

icy they (the distributors) are reducing the value of the programs playing regular first-runs, as the public is led to believe that these are secondary pictures," his telegram continued.

Metzger informed the TOA that the SCTOA has employed the Coast law firm of Fendler, Weber and Lerner "to make a study as to the application of the Jackson Park decision to this problem in Los Angeles. If they find that the circumstances are similar, a court action will be filed in the very near future."

The Metzger wire continued: "In negotiating these long-term runs, the distributors are asking that the bidder incorporate his proposed admission prices in the bid. This is being used in some cases as a device to circumvent the decision of the United States Supreme Court in the Paramount case against including admission prices in a contract.

"The pictures which have been released to said neighborhood theatres for individual runs have not been generally road-shown.

"As a result of this policy of the distributors, the public is being charged excessive admission prices for ordinary pictures.

"Through this policy of licensing pictures for extended runs, the natural flow of product to the subsequent-run theatres is being interrupted and consequently these theatres are suffering greatly through inferior bookings. At the present time there are 164 closed theatres in this exchange area, with the number likely to increase as the result of this threatened curtailment of a normal flow of product.

"These pictures are purportedly put up for bids. However, since there is no public opening of bids, there is no way of determining whether the distributor selects his own customer regardless of the bids filed.

"As a result of said policy of unjustifiably granting extended runs, the public will soon become convinced that unless a picture plays on an extended-run basis at advanced admission prices, the picture is not one worth seeing. The natural effect of this tendency will be to concentrate the public's patronage in fewer and fewer theatres."

Dipson Review

(*Continued from page* 1)

cuit courts ruled against it, and it appealed to the Supreme Court.

On Monday, the distributors and Shea asked the high court to turn down the petition. The Government's decision to enter the case on Dipson's side changes considerably the outlook for a Supreme Court review.

Justice will hold that the Supreme Court had clearly held in the Paramount decision that any joint ownership of theatres by distributor defendants was illegal in and of itself. It will declare that the District and Circuit court decisions in the Dipson case held that this was illegal only if the distributors conspired to favor the theatres they owned, and was not necessarily illegal if the distributors did not conspire to favor these theatres. Both Loew's and Paramount owned part of the Shea circuit during the period Dipson claims it was damaged.

N. Y. Audiences

(*Continued from page* 1)

Paramount, about 100 persons were allowed in the loges from the streets during the alert, leaving the theatre when the all-clear signal was sounded.

Like other theatres, the Music Hall reported that the 10-minute alert had no effect on the box-office. However, the Music Hall management said that when the alert sounded at 10:33 many pedestrians crowded in the lobby of the theatre in an orderly fashion to get off the streets. Neighborhood houses were in no way affected because of the early hour of the air raid drill.

Depinet Sales Drive

(*Continued from page* 1)

bert H. Greenblatt, Midwestern; Alfred L. Kolitz, Rocky Mountain; J. Herbert MacIntyre, Western; Leonard S. Gruenberg, Metropolitan; David Prince, Southeastern; Benjamin Y. Cammack, Southwestern; Carl Peppercorn, Canada.

Annual 'Christmas Salute'—Variety Clubs—Will Rogers Memorial Hospital—November and December—1951.

25 Trade Shows

(*Continued from page* 1)

picture on Christmas Day, but M-G-M is not waiting to hold trade showings until that time. Instead, Loew's is scheduling exhibitor showings in advance of the theatre dates.

Twelve screenings scheduled for Dec. 10 include the Delaware Theatre, Albany; Cinema, Buffalo; Visulite, Charlotte; Adelphi, Chicago; Globe, Detroit; San Marco, Jacksonville; Century, Milwaukee; Bijou, New Haven; Will Rogers, Oklahoma City; Dundee, Omaha; Erlanger, Philadelphia, and Villa, Salt Lake City.

The following day eight screenings are scheduled, as follows: Mutual Hall, Boston; Ambassador, Cincinnati; Captain, Dallas; Federal, Denver; Coronet, Indianapolis; Picwood, Los Angeles; Imperial, New Orleans and Laurelhurst, Portland, Ore.

The Uptown in Des Moines; Granada, Minneapolis and Green Lake, Seattle, will show the picture on Dec. 12. On Dec. 13, "Quo Vadis" will be shown at the Circle, Washington, while the Kinio in Kansas City will have its screening on Dec. 14.

Meanwhile, Dan S. Terrell, in charge of M-G-M exploitation, has assigned six of his field men to handle advance preparations for the Christmas openings of "Quo Vadis" in as many Loew towns. Floyd Fitzsimmons will handle Boston; Tom Baldridge, Washington; E. B. Coleman, New Orleans; Bernie Evans, Kansas City; A. Bernstein, Buffalo, and E. C. Pearson, Indianapolis.

Pallos Sets Plans For Two Abroad

Stephen Pallos, executive producer of "Hotel Sahara," now being released through United Artists, will return to London from New York tomorrow. While here he concluded preliminary arrangements for two color by Technicolor pictures to be made abroad with Hollywood directors and stars. One is "Venetian Mask," to be filmed in England and Italy, and the other is an original titled "Gibralter," to be filmed there and in Tangiers.

'Ronde' Permit

(*Continued from page* 1)

on July 5 that the appeal had been denied, the regents holding that "promiscuity is the central theme."

A committee, consisting of Regents W. Kingsland Macy, John J. Brosnan and Jacob L. Holtzmann, submitted a report stating, "the picture presents a chain of loosely related sequences, each dealing with the amorous adventures of various characters. One partner in each escapade becomes a principal in the next. Promiscuity is the central theme, and although the actual consumation of the amorous adventures is in no instance shown on the screen, the conclusion is inescapable. Prostitution and sexual indulgence is the end result. In our opinion, the presentation of such a picture in the theatres of this state is immoral and would tend to corrupt morals, within the meaning of the education law." The full board approved the report and dismissed the appeal.

In the petition, brought under Section 78 of the Civil Practice Act, the plaintiff requested the court to review the picture. Charles A. Bring, Jr., counsel for the regents, in an answer said the respondents had no objection to this, provided the version is the one submitted to the Motion Picture Division for review. Bring argued that the petition did not constitute facts sufficient to warrant a cause of action.

Bring and Nemeroff, Jelhue, Danzig & Paley, of New York City, attorneys for petitioner, signed a stipulation for transfer of the case to the Appellate Division. The higher court will hear arguments at the next term, opening Jan. 7.

Huston Plans

(*Continued from page* 1)

on what they want to see. But if people are not able to censor their own film fare, Huston said the present self-regulatory practice of the industry is best.

Huston, who recently completed the editing and scoring of "The African Queen," starring Humphrey Bogart and Katherine Hepburn, said he expected prints of the film to be delivered here from Britain by Dec. 10.

Meanwhile, United Artists, which will release "The African Queen" announced that the picture will be prereleased on Dec. 22 at the Fox Wilshire Theatre in Los Angeles in order to make it eligible for an Academy Award.

Huston, who plans to be abroad several months working on possible product, said he contemplated to do two films for UA and two for M-G-M. The first one, he said, would probably be for UA which, along with Romulus Films, will provide the financing. Although the particular properties have not been selected as yet, Huston said one film for UA may be based on the book "Beat the Devil," by James Helvick, the film rights for which are held by Humphrey Bogart. Katherine Hepburn, he added, will undoubtedly be included in one of his films.

Fairbanks Here

Douglas Fairbanks, Jr., president of Dougfair Corp., producers of the Bette Davis-Gary Merrill film, "Another Man's Poison," is in New York from Hollywood for advertising and publicity conferences on the forthcoming United Artists release with UA vice-president Max E. Youngstein.

A Statement in Appreciation

No award we have ever received has had the significance of the honor of being named "Pioneers of the Year". We are most grateful.

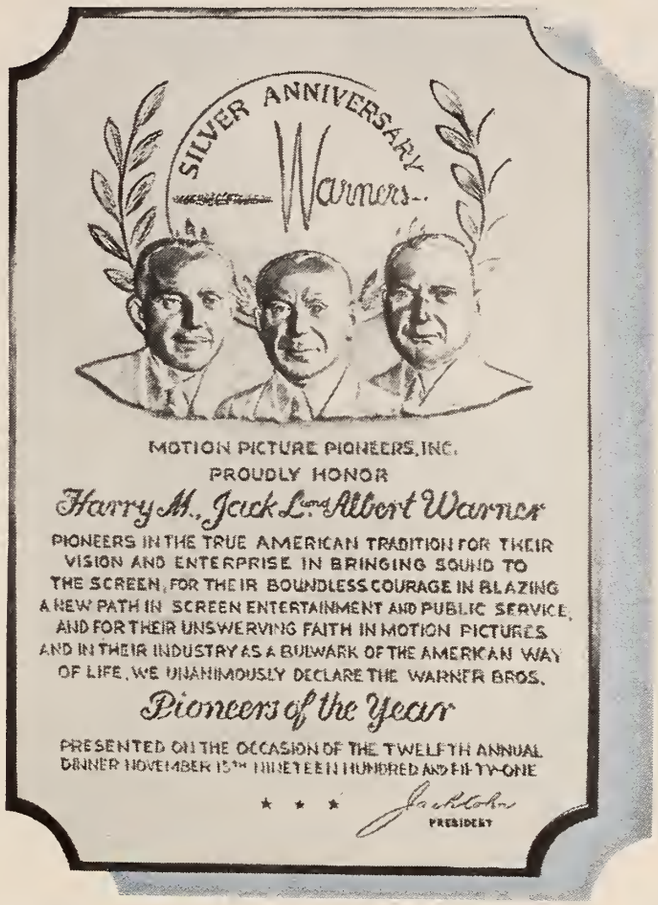
We want to thank the Motion Picture Pioneers, the trade press, the newspapers and all our friends who were so generous in their tributes.

In a large sense all of us engaged in so creative an industry as the making of motion pictures are pioneers — and will continue to be pioneers as we continue to create new and ever higher standards of entertainment and public service for the millions upon millions who attend our motion picture theatres.

The potential force of motion pictures for good has just begun to be tapped. All that has been done is only a foundation for future greatness, but we can take pride in the fact that our foundation is a firm one. It is solid bedrock for future generations of pioneers to build upon.

We were particularly pleased, when the plaque was presented to us as "Pioneers of the Year", to see

OF A GREAT HONOR



engraved on it the words "for their unswerving faith in motion pictures and in their industry as a bulwark of the American way of life."

This is the faith we have held for half a century. With this faith we go forward confident as ever in the greatness of our industry's place in the world and more determined than ever, with God's help, to remain active in this industry.

We wish to express gratitude to our co-workers and our exhibitor friends for helping us follow the path we have chosen. This is the industry to which we have devoted most of our lives. We look forward to long years together firm in the conviction that Warner Bros. Pictures always will hold a proud place in this industry's accomplishments.

H. M. Warner
Jack L. Warner
Albert Warner

NLRB Sets Dec. 5 For Election Among Publicists of RKO

The National Labor Relations Board office here yesterday set Dec. 5 for an election among the publicists of RKO Service Corp.'s home office to determine their future bargaining status.

The only union on the ballot will be Local No. 230 of AFL's Sign, Pictorial and Display Artists Union, which succeeded in signing a sufficient number of former Screen Publicists Guild members to enable it to petition for an election.

Local No. 230 recently won a $10 pay increase for the publicists at RKO Pictures.

Joe Ables, Local 230 representative, said yesterday the union has been conferring with NLRB representatives to arrive at a date for an election among the publicists and art department workers at Loew's and Loew's International home offices. He added that District No. 65 of the Distributive, Processing and Office Workers of America has formally withdrawn as a rival at Loew's.

NSS Exchange Workers Vote For 'No Union' in Election

The "white collar" workers at National Screen's New York exchange yesterday chose to remain without union representation. This was the result of an NLRB-sponsored election in which the only union on the ballot was IATSE's Motion Picture Home Office Employes Local No. H-63.

Symphonies Are Free Of Price Control

WASHINGTON, Nov. 28.—The Office of Price Stabilization has ruled that symphony orchestras, operas, and ballets are properly considered as theatrical enterprises under the terms of the Defense Production Act, and their admission charges are thus exempt from price control. The question arose over whether symphonies could continue to charge admission prices which included the amount of Federal taxes formerly in effect, even though the tax was recently removed by Congress.

OPS had said previously that if symphonies were determined to be subject to control and not exempt under the Act, they would not be permitted to continue charging the amount of the former tax, in addition to their legal ceiling. It was pointed out that the question of symphonies being under control had not been formally raised with the agency, and that no final determination as to their status had been made.

Reviews

"Sailor Beware"

(*Hal Wallis—Paramount*) *Hollywood, Nov. 28*

THE Messrs. Dean Martin and Jerry Lewis who made a shambles of the Army in "At War with the Army" perform the same hilarious function for the Navy in this headlong Hal Wallis production, only more so. The picture figures, what with the mushrooming popularity of the pair in the interim, to pile up a tremendous gross and a mighty neat net. With the Marine Corps and the Air Force still available for their exploration, not to mention for the moment the civilian fields of fun open to their art, there would appear to be no valid reason why the screaming chain-reaction which these young men have set off shouldn't go on shaking the entertainment world indefinitely.

As is customary and proper in their case, plausibility, logic and the other staples of story construction are disregarded in the interests of giving the boys their heads and letting them amuse themselves as they see fit in a series of settings pertaining more or less directly to the life of a sailor, which was never like this. The slender little script, attributed to James Allardice and Martin Rackin, has to do principally with Lewis' allergy to the ingredients of feminine makeup and to a wager among his shipmates as to whether he can manage to kiss Corinne Calvet, in the film as guest star. This plot, which really has little to do with the matter, could be even skimpier and yet serve the purpose of relating one stretch of buffoonery to another, because it's the buffoonery that counts. This reaches its height in a boxing sequence like nothing ever seen on land, on the sea, or in pictures.

Hal Walker directed the picture, giving the comedians plenty of freedom to exercise their inventiveness. The cast contains, in addition to Miss Calvet, Marion Marshall, Robert Strauss, Leif Erickson, Don Wilson, Vincent Edwards, Skip Homier, Don Barton, Mike Mahoney and Mary Treen.

Running time, 104 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

"Distant Drums"

(*Warner Brothers*)

A RIP-ROARING action drama starring Gary Cooper as Army captain and swamp fighter in the Seminole Indian War, is offered in "Distant Drums." The picture is presented on a large production scale with color by Technicolor. It has been carefully packaged for wide popular appeal and it abounds in exploitation angles.

Cooper is a curious sort of Army captain who lives on an island in Florida's everglades country. He conceives the dangerous idea of blowing up an enemy fort which is a storehouse for guns and ammunition. Dispatched to go along with Cooper for the naval end of the mission is Richard Webb, a lieutenant. Cooper finally captures and destroys the fort and among the prisoners he liberates is pretty Mari Aldon. It now becomes Cooper's task to lead his tiny band of men back to the safety of the base. With screaming Seminoles pressing in dangerously on the attack Cooper must penetrate the deadly everglade swamps as the comparatively safer, but longer way to freedom. Excellent exploitation material is contained in the conflicts with wild beasts, crocodiles and snakes, not to mention fires and arrows.

A romance between Miss Aldon and Cooper starts off slowly but finally reaches customary proportions. In between, Cooper has his hands full, leading his men, fighting the Indians and the everglades and keeping up morale.

Near the climax Cooper has an underwater life-and-death struggle with a Seminole chief. Shortly thereafter Gen. Zachary Taylor, portrayed by Robert Barrat, comes to the rescue. The role of an Indian-wise scout is played by Arthur Hunnicutt.

By most standards this United States Pictures production, made by Milton Sperling, looks like a bright box-office prospect. Raoul Walsh directed, from a screenplay by Niven Busch and Martin Rackin.

Running time, 101 minutes. General audience classification. Release date, Dec. 29.

MANDEL HERBSTMAN

Miss Perreau on Tour

Gigi Perreau, Universal-International child star is making nine key city personal appearance tour in promotion of "Week-End With Father."

Snader Representative

CHICAGO, Nov. 28.—The A. Teitel Film Company has been signed up as agents to represent Snader Productions in Illinois, Indiana, and Wisconsin, handling some of Alexander Korda's latest releases, including "Wooden Horse," "Hideout," "Bonnie Prince Charlie," "Angel With a Trumpet," and "Secret Flight." Also acquired by the Teitel Co. in the territory is a new Graham Greene release from Mayer-Kingsley, "Young Scarface."

Expand Snader Force

Three territorial representatives to handle Snader productions have been named by Oliver A. Unger, national sales director. They are Edward Salzberg, Cincinnati; W. H. Gaffney, Kansas City; Phillips and Gorleck, St. Louis.

Kenneth Clark of MPAA Seen Switched to N.Y.

WASHINGTON, Nov. 28.—Motion Picture Association of America information director Kenneth Clark will probably be switched from the Washington to the New York office under the new organizational set-up planned by MPAA president Eric Johnston. Clark was originally stationed here.

Johnston, who plans to outline his staff and policy changes to an MPAA board meeting and then to a press conference early next week, is expected to spend more time in New York than in Washington in coming months.

Johnston and Clark both advance as the reason for the increased emphasis on the New York office the fact that the company presidents and foreign managers are in New York. However, this has always been the case, and so it seems that recent criticism from top industry officials has had effect.

Present plans are to keep both the Washington and New York offices more or less as "co-equals" with "headquarters" being wherever Johnston happens to be at the time.

MPAA Board to Hold Quarterly Meet Today

The presidents of the Motion Picture Association of America member companies will be joined by the companies' foreign managers in the quarterly meeting here today of the MPAA executive board.

Expected to be discussed at the meeting are foreign problems, including the MPAA's efforts to work out with the Society of Independent Motion Producers a Spanish-American film pact, as well as domestic matters relating to distribution operations. Joyce O'Hara, MPAA vice-president, will preside at the meeting.

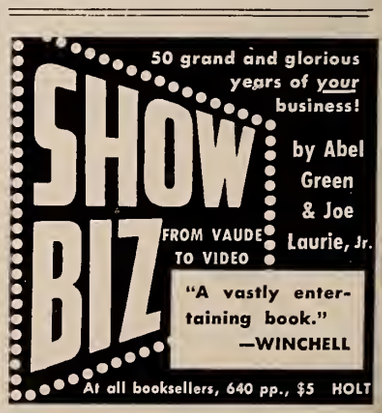
U-I Launches New Color Photo Plan

Universal-International will launch a new color photo promotion service for exhibitors with the release of "Flame of Araby," it was announced.

The color photographs will be available in sets of eight for use in lobby displays and for promotional tie-ups with local stores on most of U-I's Technicolor pictures.

Are You Doing All You Can to "Help Care for Our Own" by Getting All Your Employes to sign the 1951 'Christmas Salute'?





FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 105 NEW YORK, U. S. A., FRIDAY, NOVEMBER 30, 1951 TEN CENTS

Big UA Upturn In Foreign Revenues Seen

Picker Tells of Profitable Operations in Offing

A forecast of increased revenues from United Artists foreign operations in 1952 which will turn UA's foreign department from a losing operation to a profitable one for the first time in several years, was made here yesterday by Arnold Picker, vice-president in charge of the company's foreign distribution.



Arnold Picker

Picker, who recently returned from a three-week fact-finding tour of UA's Paris and London offices, disclosed UA's 1952 release plans for the following countries: Italy, 20 pictures; France, 11

(*Continued on page 5*)

Horn and Goldsmith Named to UA Posts

Herbert O. Horn, formerly RKO's general manager for Germany, has been named special United Artists representative in Germany, succeeding John Swanink, resigned, it was disclosed here yesterday by Arnold Picker, vice-president in charge of UA foreign distribution.

In addition, Picker announced that

(*Continued on page 5*)

Picker Slates Globe Circling Tour

An itinerary which will take him around the world in his first year as United Artists vice-president in charge of foreign distribution was disclosed here yesterday by Arnold Picker.

Just returned from Europe, Picker plans a trip to the Caribbean area before Christmas for a starter, arriving in Brazil in January when there is a scheduled meeting of UA representatives in that country.

U. S. Cites 7 Cases with Issues Like Dipson Suit

WASHINGTON, Nov. 29.—The Supreme Court should overturn the Second Circuit Court of Appeals decision in the Dipson case to "provide authoritative guidance" to lower courts in determining seven similar anti-trust cases in the film industry, the Justice Department believes.

The Department makes this argument in an *amicus curiae* memorandum to be filed with the high court shortly. It asks the court to accept the appeal by Dipson and uphold its anti-trust case against the Shea circuit and six distributors.

Justice lists these cases as involving issues like the Dipson case, and therefore likely to be decided on the basis of final Supreme Court action in the Dipson case: Cinema Amusements vs. Loew's, Denver; Edelman vs. Paramount, Wilmington; Essaness Theatres Corp. vs. Balaban and Katz Corp., Chicago; Lea vs. Columbia, Washington, D. C.; Meiselman vs. Paramount, Charlotte; Tivoli vs. Paramount, Wilmington; Eagle Lion Classics vs. Loew's, New York City.

(*Continued on page 4*)

$3-a-Year to Be A TOA 'Associate'

Annual dues of two or three dollars are planned for the associate memberships which Theatre Owners of America has announced, Gael Sullivan, TOA executive director, said here yesterday

Recruitment of associate members — managers and assistant managers of member theatre circuits — will begin next month in the campaign to establish a new Albany TOA unit, Sullivan said.

TOA Sets Upstate Grievance Meetings

Theatre Owners of America will hold three separate trade practice grievance panel sessions in Upstate New York during two days next month, Gael Sullivan, TOA executive director, reported here yesterday.

On Dec. 17, the panel, consisting of S. H. Fabian, TOA executive director; Lewis Sumberg,

(*Continued on page 8*)

Schwartz, Greene Exchange Charges

The purchase of Howard Hughes' 929,020 shares in RKO Theatres Corp. by the theatre firm was suggested by David J. Greene, leader of the minority stockholders group, to Sol A. Schwartz, president of RKO Theatres.

This was disclosed yesterday by Greene, who heads an opposition stockholders' committee, in a letter to

(*Continued on page 5*)

Key Test of Theatre TV For CD Training on Dec. 14

WASHINGTON, Nov. 29.—The Federal Civil Defense Administration has scheduled its second test of the training possibilities of theatre television as a training medium for Dec. 14, according to Jesse Butcher, head of FCDA's audio-visual division.

"On the basis of what we find in this test, we will determine whether to go ahead with theatre TV as part of our training program," he declared. "In addition to getting more details on the way the audience reacts, we will also get final cost figures."

In contrast to the earlier test, which dealt with general civil defense training problems on a fairly broad basis and which was aimed at audiences in theatres in four cities, the December program will be aimed at one specific problem in one specific city—handling

(*Continued on page 8*)

12 Set by Katzman For Columbia in '52

Eight pictures, in color by Technicolor, twice the number he has produced in any previous year, will highlight Sam Katzman's 1952 program for Columbia Pictures. In addition, Katzman will make four black-and-white features for Columbia during the year, plus three serials.

The program will be launched in

(*Continued on page 5*)

$25-Millions For 21 RKO Productions

Depinet Details New Product to Sales Meet

CHICAGO, Nov. 29.—Twenty-one "A" pictures have been scheduled by RKO Radio for release between January and July of 1952, Ned E. Depinet, president, today told home office sales executives and district managers at the Ambassador East Hotel here, where a two-day sales meeting is in progress. The 21 will cost an estimated $25,000,000, it is understood, compared with a program of 16 productions released in the same period last year.



Ned Depinet

The pictures will be included in

(*Continued on page 5*)

May Resolve Spanish Issue Split Today

Still divided yesterday over the issue of a Spanish-American film pact following a meeting here of the Motion Picture Export Association board, the foreign managers of MPEA-member companies will meet again today in another attempt to resolve what has become a burning problem.

It was held likely that the MPEA would accept or reject today the for-

(*Continued on page 4*)

Federation Support Stressed by Frisch

Increased and broadened participation by all in the film industry in support of the current $20,000,000 campaign of the Federation of Jewish Philanthropies of New York was urged by Emanuel Frisch, chairman of the amusement division, at a luncheon yesterday of the executive committee, in the offices here of Barney Balaban, who is co-chairman of the division, along with Si Fabian.

Cancel P.A. Tour for Albany and Buffalo; Plan New One Soon

ALBANY, Nov. 29.—The "Movietime U. S. A." tour scheduled for the Albany and Buffalo exchange districts has been cancelled, but a new one may be set for the week of Dec. 9, according to Harry Lamont, co-chairman here, who said that he was waiting word from William Dipson, co-chairman for Buffalo. Dipson notified Lamont a meeting would be held in that city to determine the advisability of going ahead.

The Buffalo industry group felt that the time to arrange appearances in that territory was insufficient. The later date was suggested. Robert W. Coyne, executive assistant to national "Movietime" chairman Robert J. O'Donnell, told Lamont that other talent would be available for the week of Dec. 9.

Buffalo Tent Names Board Candidates

BUFFALO, Nov. 29.—Tent No. 7 of the Variety Club has nominated the following as candidates for the board of directors for 1952: Constantine Basil, William Brett, Dalton Burgett, James Fater, Wally Gluck, Richard and Robert Hayman, Billy Keaton, Charles Kosco, Arthur Krolich, W. E. J. Martin, Vincent R. McFaul, Dave Miller, Mansfield Pickrell, Albert F. Ryde, Elmer C. Winegar and Max Yellen.

The following have been nominated as delegates to the Variety national convention: Spencer Balser, Dave Miller, William P. Rosenow and Albert Ryde. Election of officers will be held Dec. 3.

'I Want' at Roadshow Prices at F&M House

HOLLYWOOD, Nov. 29.—The Paramount Hollywood, which seven months ago adopted a flat 60 cents admission charge, will install road show prices for the "I Want You" run which begins Dec. 21, Fanchon and Marco, operating the theatre, announced. Prices for the picture will be $1.25 tops evenings, weekends and holidays.

Bob Quinn Transferred

HOLLYWOOD, Nov. 29.—Bob Quinn, until recently field exploitation representative in the Denver and Salt Lake branch territories, has been transferred to Paramount's West Coast studio publicity department to handle general exploitation, special events and promotions. Peter Bayes has been named as his successor in Denver.

George Miller Dies

BUFFALO, Nov. 29.—George Miller, salesman for Republic Pictures in the Syracuse territory, died yesterday in Homer, N. Y. following a heart attack.

Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital—and "Help Care for Our Own."

Personal Mention

CHARLES SKOURAS, president of National Theatres, will leave here for the Coast today after his return from an extended European trip.

•

LEONARD HIRSCH, home office M-G-M assistant to RUDY BERGER, Southern sales manager, will leave here Monday for Jacksonville, Atlanta and Charlotte.

•

BOB DORFMAN, assistant to CHARLES LEVY of Walt Disney's New York office, has become engaged to Miss Sunny Gordan of Brooklyn.

•

CHARLES J. FELDMAN, Universal Pictures Domestic sales manager, will leave here today for the Coast.

•

JOSEPH I. BREEN, Production Code Administrator, and MRS. BREEN, will leave here this evening for the Coast.

•

FRED HULL, M-G-M branch manager in Jacksonville, has returned there after a vacation in New Orleans.

J. CHEEVER COWDIN and CHARLES D. PRUTZMAN left here yesterday by plane for Dallas and Los Angeles on a three weeks business trip.

•

JOHN THOMAS, manager of the Empress and Imperial Theatres in Jacskonville, Fla., has returned there after a vacation in North and South Carolina.

•

WILLIAM PINE of the PINE-THOMAS production team, has arrived in New York from Honduras, where he scouted locations.

•

REGINALD WILSON, M-G-M 16mm. representative for Canada, will return to Toronto from here on Monday after a week's honeymoon.

•

MYRON KARLIN, M-G-M manager in Venezuela, is on a visit to Hollywood.

•

FRANK TASHLIN, director, is vacationing here from Hollywood.

Eastman to Manage WB's Buffalo Office

BOSTON, Nov. 29.—Clayton G. Eastman, sales manager at the Warner Boston exchange, will take over as branch manager at the Buffalo office on Monday. Eastman was formerly division manager for Eagle Lion Classics and district manager for United Artists.

Eastman succeeds Matthew V. Sullivan, a veteran of Buffalo's Film Row, who has resigned. His successor in Boston has not been selected.

Legion Report Puts 2 in Class B, 9 in A

The latest Legion of Decency report places two films in Class B and nine in Class A. Those in Class B are "The Cimarron Kid," Universal-International, and "Cloudburst," United Artists.

Those placed in Class A include: "I'll Never Forget You," 20th Century-Fox; "Navajo," Lippert Productions; "Bride of the Gorilla," Realart Pictures; "Drums in the Deep South," RKO; "Elopement," 20th Century-Fox; "Insurance Investigator," Republic; "Man in the Saddle," Columbia; "Red Mountain," Paramount; "Westward the Women," M-G-M.

'Vadis' Beats 'GWTW'

CLEVELAND, Nov. 29. — M-G-M's "Quo Vadis" has broken the all-time record of M-G-M's "Gone with the Wind" at Loew's Stillman Theatre, where it is estimated the take for the first week will be between $38,000 and $40,000. Double lines extend a block or more and every show has been a sell-out.

Blumberg Gets Checkup

Nate J. Blumberg, Universal Pictures president, entered a local hospital yesterday for an annual physical check-up. He is scheduled to return to his office next week.

Start 8 New Films; 30 Now Shooting

HOLLYWOOD, Nov. 29.—The production index remained the same this week, for a total of 30 pictures in work. Eight new pictures were started and eight pictures were completed.

Started were: "Red Planet" (Melaby Pic., Inc.), "Stolen Face" (Intercontinental Pic., Prod.) and "Limelight" (Chaplin Prod.), Independent; "Glory Alley," Metro-Goldwyn-Mayer; "Gift of the Magi," 20th Century-Fox; "Scarlet Angel," "Claim Jumpers" and "Untamed," Universal.

Completed were: "Apache Country" (Gene Autry Prod.), Columbia; "Man from Black Hills" and "Waco," Monogram; "Border Saddlemates," Republic; "The Big Sky" (Winchester) and "Androcles and the Lion," RKO Radio; "Ma and Pa Kettle Go to Paris" and "Hear No Evil," Universal.

Technicolor 9-Month Net Is $1,497,140

The consolidated net profit after taxes and other charges of Technicolor, Inc., for the nine months ended Sept. 30, is estimated to be $1,497,140, equivalent to $1.62 a share, compared with $1,464,146, equivalent to $1.59 a share for the corresponding nine months of 1950, according to Dr. Herbert T. Kalmus, president.

Chase TV Film to UA

United Artists Television has arranged to release to television stations weekly a 15-minute weekly film program starring Ilka Chase, actress-author. Titled "The Feminine Angle," the series is being produced at the Emil Velazco Studios here.

25-Cent Republic Dividend

A dividend of 25 cents per share on preferred stock payable Jan. 2 to stockholders of record on Dec. 14, was declared yesterday by the board of directors of Republic Pictures.

NEWS in Brief . . .

BOSTON, Nov. 29.—Theatres in suburban and surrounding areas reported that counterfeit $5 and $10 Federal Reserve notes were passed at box offices recently. Theatre cashiers have been notified to be on the alert.

•

Jane Pickens, Tex and Jinx McCrary and Herb Shriner will be among the many guest stars to appear on "Celebrity Parade for Cerebral Palsy." Starting Saturday, Dec. 8 at 9:00 P. M., UCP's 14-hour television show, will be continuous until 11:00 A. M. Sunday, highlighting top celebrities of screen, stage, radio and TV. Telecast over channel No. 7, WJZ-TV, the show will help raise funds to support the work for the cerebral palsied in and near New York City.

•

BOSTON, Nov. 29.—Phil Waxman, producer of "The Big Night," to be released through United Artists, arrived here today from New York for the world premiere of that picture, to be held at the RKO Boston Theatre next Wednesday. Lige Brien, director of special events for UA, arrived with Waxman. John Barrymore, Jr., star of the picture, will arrive here tomorrow for press interviews.

•

BOSTON, Nov. 29.—Station WNAC-TV of Boston and the Yankee network throughout New England will promote Walt Disney's "Snow White and the Seven Dwarfs," to be re-released in the area on Feb. 16. This will be one of the largest television and radio cooperative commercial projects in New England.

"Help Care for Our Own"—Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JUNE ALLYSON
VAN JOHNSON
"TOO YOUNG TO KISS"
plus Spectacular Stage Presentation

HOWARD HUGHES presents
TWO TICKETS TO BROADWAY
color by TECHNICOLOR
starring
TONY MARTIN · JANET LEIGH
GLORIA DeHAVEN · EDDIE BRACKEN
ANN MILLER
in Person
Miss PATTI PAGE
BUDDY MORROW
The Martin Bros.-Lewis and Van
Stars JACK E. LEONARD
PARAMOUNT Times Square
Midnight Feature Nightly

JERRY WALD and NORMAN KRASNA
Present
JANE WYMAN in
THE BLUE VEIL
CRITERION B'way & 45th St.

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Paramount announces the
World Pre-release Engagement of

CECIL B. DEMILLE'S

THE GREATEST SHOW ON EARTH

Color by TECHNICOLOR

at Radio City Music Hall
New York City



Spanish

(*Continued from page* 1)

mula which John G. McCarthy, Motion Picture Association of America vice-president, brought back from Madrid several weeks ago.

The MPEA meeting yesterday, which was preceded by a 15-minute meeting of the MPAA board, heard an analysis of the formula by McCarthy, who reminded that it was offered as a take-it-or-leave-it proposition. The formula, which would end the issuance of import licenses through Spanish producers, would grant 60 permits to MPEA companies and 40 to independent U. S. producers yearly. A heavy tax, approximating $4,000 or $5,000 in Spanish currency, would be placed by the Franco government on each film imported.

SIMPP Opposed

The Society of Independent Motion Picture Producers, through its president, Ellis G. Arnall, has indicated unbending opposition to the terms. However, SIMPP's attitude was not discussed at yesterday's MPEA parley. Some MPEA-member companies view the formula with the same disdain SIMPP has manifested, while others appear willing to accept it as a notable improvement over the present system for getting films into Spain.

Joyce O'Hara, MPAA vice-president, presided at yesterday's meetings. in addition to O'Hara and McCarthy, the following attended: Austin Keough, R. W. Altschuler, Lacey Kastner, Ben Zeeman, Americo Aboaf, Arnold Picker, George Muchnick, Morton Spring, John Glynn, William Piper, George Canty, Ted Hope, Norton V. Ritchey, Ted Black, Jack Cohn, A. Schneider, John J. O'Connor, Samuel Schneider, W. C. Michel, Murray Silverstone, Phil Reisman, William Clarke, Earle Hammons, Joseph Vogel, Sidney Schreiber, Fred W. DuVal and Joseph I. Breen.

100-Stars for UCP's 'Celebrity Parade'

Arrangements for the Dec. 8 14-hour telecast, "Celebrity Parade for Cerebral Palsy," continue to expand. Under the leadership of Yul Brynner, star of "The King and I," and Robert Weitman, vice-president of United Paramount Theatres, the talent committee of United Cerebral Palsy has already gathered over 100 names from film, stage, radio, TV and sports fields. Leading TV comedians and commentators from the networks will rotate as guest "MCs," introducing the various artists, celebrities and name bands as the "parade" continues on through the night.

Originating over WJZ-TV, Channel No. 7, the program is to help the work for the cerebral palsied in and near New York City. The entire theatrical profession, all allied union crafts, and thousands of volunteer members of the United Cerebral Palsy's affiliates in the New York Metropolitan area, including Connecticut and New Jersey, are cooperating in the effort.

The Industry's Own—The Variety Clubs-Will Rogers Hospital—Depends Entirely on Contributions from the Amusement Industry. Sign the 'Christmas Salute' Scroll today!

Dipson Suit

(*Continued from page* 1)

"The significance of the decision in the Circuit Court is not limited to the circuit in which it was rendered," Justice argues. "There are many pending anti-trust actions brought by private claimants against some or all of the Paramount case defendants, and a number of these cases involve claims for damages alleged to have resulted from discrimination by the exhibitor-distributor defendants in favor of jointly-owned theatres, some of which were also operated under pooling agreements." Justice contends the Supreme Court Paramount case ruled out such situations as illegal *per se*, while the district and circuit courts in the Dipson case ruled exactly opposite.

"Ruling by this court on the issue presented in the Dipson case as to the meaning and effect of the Paramount decision would provide authoritative guidance to the lower Federal courts in determining an important issue in these and other like cases, and would serve to promote correct and prompt final disposition of such litigation," Justice concludes.

The Justice Department contends that not only does the Circuit Court Dispon decision conflict with the Supreme Court's Paramount case decision but it also conflicts with the high court's decision in the so-called Emich Motors Corp. case, governing the admissibility of a final anti-trust judgment won by the government as evidence by a plaintiff in a private treble-damage suit.

Sutphen Asks Court Reconsider Ruling

WASHINGTON, Nov. 29.—Sutphen Estates today asked the U. S. Supreme Court to reconsider its Nov. 5 decision, affirming the New York Statutory Courts' refusal to permit Sutphen to intervene in the Warner Brothers consent decree proceedings.

Says Should Have Lease

Sutphen argues it should have its 98-year lease with the Warner Mark Strand Theatre Co. guaranteed by both Warner companies resulting from the consent decree, rather than just the new theatre company. It owns the property on which the Strand Theatre in New York is located. The New York court refused to allow it to intervene, and in a 5-to-1 decision early this month, the high court upheld that decision, holding that Sutphen had not exhausted all legal means and had not as a matter of fact proven it would be injured by a guarantee solely from the theatre company.

In its rehearing petition today, Sutphen contended it would be injured and that it would be difficult to use other legal means to get satisfaction.

Ted Baldwin Expands

Ted Baldwin will be host to representatives of the film and television industries at a reception here next Wednesday afternoon to inaugurate the newly-created TV and motion picture sales and production division of Baldwin, Inc., in which John Markey and Charles Tranum are associated with Baldwin.

PARAMOUNT TRADE SHOWS

Tuesday, December 4, 1951

• • •

DEAN JERRY MARTIN and LEWIS

in HAL WALLIS' production

"SAILOR BEWARE"

Co-Starring

CORINNE CALVET and MARION MARSHALL

with Robert Strauss

Directed by HAL WALKER

Screenplay by

JAMES ALLARDICE and MARTIN RACKIN

Additional dialogue by JOHN GRANT

Adaptation by ELWOOD ULLMAN

From a play by Kenyon Nicholson and Charles Robinson

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 400 North Preston Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	2 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	11 A.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1:30 P.M.
JACKSONVILLE	FLORIDA STATE THEATRE SCREENING ROOM, Florida Thea. Bldg.	2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	11 A.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	1:30 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8 P.M.

21 for RKO

(*Continued from page* 1)

the "Ned Depinet Sales Drive," which will get under way on Dec. 21, and end on June 26.

Heading the program will be "I Want You," produced by Samuel Goldwyn and starring Dana Andrews, Dorothy McGuire, Farley Granger and Peggy Dow; "Double Dynamite," starring Jane Russell, Grouch Marx and Frank Sinatra, and "On Dangerous Ground," starring Ida Lupino and Robert Ryan.

Eight of the pictures will have color by Technicolor. They are: "Sons of the Musketeers," co-starring Cornel Wilde and Maureen O'Hara; "Chuck-A-Luck," by Fidelity Productions, starring Marlene Dietrich, Mel Ferrer and Arthur Kennedy; "The Half-Breed," starring Robert Young, Jack Buetel and Janis Carter; "The Story of Robin Hood," Walt Disney all-live-action drama starring Richard Todd and Joan Rice; re-release of Walt Disney's "Snow White and the Seven Dwarfs" and "Jet Pilot," starring John Wayne and Janet Leigh.

Others in color include "Tembo," in Ansco color, featuring Howard Hill, noted archer, hunting wild animals with bow and arrow, and "Montana Belle," in Trucolor, starring Jane Russell and George Brent.

Others listed for release are:

A GIRL IN EVERY PORT, service comedy, produced by Irwin Allen and Irving Cummings Jr., and starring Groucho Marx, William Bendix and Marie Wilson.

THE LAS VEGAS STORY, starring Jane Russell, Victor Mature, Vincent Price and Hoagy Carmichael.

TARZAN'S SAVAGE FURY, produced by Sol Lesser, starring Lex Barker and Dorothy Hart.

ANDROCLES AND THE LION, the G. B. Shaw play, produced by Gabriel Pascal, with Jean Simmons, Victor Mature, Maurice Evans, George Sanders, Alan Young and Robert Newton.

THE BIG SKY, outdoor action, produced by Howard Hawks for Winchester Productions, and starring Kirk Douglas and newcomer Elizabeth Threatt.

MACAO, starring Robert Mitchum, Jane Russell and William Bendix.

CLASH BY NIGHT, Wald-Krasna film starring Barbara Stanwyck, Paul Douglas, Robert Ryan and Marilyn Monroe.

THE KOREAN STORY, produced by Edmund Grainger and starring Robert Mitchum and Ann Blyth.

THIS MAN IS MINE, a Wald-Krasna production starring Susan Heyward.

THE RAGGED EDGE, with Ida Lupino and Robert Ryan.

12 Set by Katzman

(*Continued from page* 1)

February with "Prince of Pirates." "Cairo to Suez" will go before the cameras in April. In June, shooting will start on "Jack McCall, Desperado," and "The Pathfinder." "Serpent of the Nile" will start in August and "Slaves of Babylon" has a September starting date.

"Siren of Bagdad" is scheduled for October and "Flame of Calcutta" for November. Katzman has completed four Technicolor pictures for Columbia release in 1952. They are, "California Conquest," "The Golden Hawk," "Thief of Damascus" and "Brave Warrior."

Review

"The Wild Blue Yonder"

(*Republic*)

THE STORY of the birth and growth of the B-29 Super-Fortress into a formidable weapon in World War II is recounted in Republic's "The Wild Blue Yonder." The company has given the picture the extensive production treatment it deserves. Against the fighting background the story develops a romantic triangle involving Wendell Corey, Forrest Tucker and Vera Ralston, the former two being air force officers and the latter an Army nurse.

There are many good documentary aspects to the picture as it traces the progress of the air war. Bombing missions over enemy territory make exciting footage.

Tucker suffers from an emotional disturbance as a result of his turning back on a previous mission following a seizure of fear and doubt. He now determines to prove himself and in the end does, but at the cost of his life. Thus the romantic way is paved for Corey and Miss Ralston.

Phil Harris is very good as the arrogant, talkative sergeant and he sings one song, "The Thing." There are several minor story angles revolving around various men in the screenplay, written by Richard Tregaskis. Others in the cast are Walter Brennan, as a general, and Ruth Donnelly, as a nurse and companion of Miss Ralston. The picture was filmed at the studio and two air force locations, against a background of many forts.

Allan Dwan directed, with punch and pace. Other musical numbers in the film are "The U. S. Air Force," "The Heavy Bomber Song" and "The Man Behind the Armor-Plated Desk."

Running time, 98 minutes. General audience classification. Release date, Dec. 5.

MANDEL HERBSTMAN

Picker on UA Plans

(*Continued from page* 1)

films; Germany, 25 to 27 releases; Britain, 30, which is about 12 to 15 more than the present year; and 20 to 24 films in South Africa.

UA's upsurge in the international field, Picker predicted, "will be as dramatic and as dynamic as its revitalized history in the domestic market during the past few months since president Arthur G. Krim and his associates took over management operations."

Picker's forecast was submitted to UA's board of directors and president Krim upon his return and was based upon what UA's foreign chief described as "four newly-vitalized policies" of the company: the increased flow of better quality, bigger box-office attractions; strengthened manpower on all sales levels, aided by a new, streamlined sales organization; the volume of sales contracts already concluded all over the world; and important circuit sales deals, now on the verge of successful conclusion.

A realignment of UA's Continental sales operations, transferring the company's administrative offices from London to Paris, where its sales organization is headquartered, was announced by Picker. Under the new set-up, which goes into effect Monday, Walter E. Gray, assisted by Henry F. deMarco, will head the Paris administrative machinery, working under the supervision of Louis Lober, Continental manager, and Charles Smadja, European sales manager.

Another change announced by Picker will find UA's main headquarters in New Zealand shifted from Wellington to Auckland.

UA's policy, Picker added, will be to make its foreign distribution facilities available to all companies, no matter what their country of origin is. As an example, he said UA will distribute "African Queen" in France and Switzerland for Romulus Films. Citing the tempo of UA foreign activities, Picker said plans already have been made to release "The River" in a number of top Japanese houses in January, the month the company's offices will be reopened in Tokyo.

He also disclosed that during his recent trip he expanded the playing time of UA pictures in South Africa by concluding a deal with African Consolidated Theatres. In addition, Picker said a deal was worked out with the South African Schlessinger circuit to book UA product, the circuit getting first-run engagements when other commitments permit.

Other deals announced for other parts of the world include: a circuit agreement with Amalgamated Theatres in New Zealand; with the Glucksmann circuit in Uruguay; with the theatres operated by Ernesto Ruffino in the Philippines; with Continental Amusements Corp. in Hong Kong; and with an unnamed first-run theatre set-up in Peru.

'American' Gross High

CINCINNATI, Nov. 29. — M-G-M's "An American in Paris" is heading for a terrific $26,000 at the RKO Albee, a record for recent years for an all-film program. The house average is $11,000.

Warner Club Party

The annual Christmas kiddie party of the Warner Club will take place at the Warner Theatre on Broadway, Dec. 15. Stage acts, motion pictures and gifts to children will highlight the activities.

Award to Paramount

LOS ANGELES, Nov. 29. — The Southern California Motion Picture Council, at a luncheon held here, presented a "Certificate of Merit" to Paramount, producer George Pal and director Rudolph Maté for the production of "When Worlds Collide."

Hart in New Post

ALBANY, N. Y., Nov. 29. — Lou Hart, with the Colonial Theatre here for three years, will leave Saturday to become film editor for Atlas Television Films in New York.

Proxy Battle

(*Continued from page* 1)

RKO Theatres' stockholders. At the same time, Schwartz made public a letter to stockholders in preparation for next Thursday's annual meeting in Dover, Del. Greene is seeking election of an opposition slate of directors which includes himself.

Schwartz, accusing Greene of seeking to sow confusion, charged that the effort of Greene's group to bar the board of directors from issuing stock options was a "bugaboo." Continued Schwartz: "We wish to state for the record that the policy of your management, like that of other responsible corporations, has been, is now, and in the future will be, against the issuance of any 'stock options' to anyone, for any purpose, at any price, without the approval of stockholders, except if and when option rights are given pro-rata to all stockholders."

Greene Repeats Charges

In his letter, Greene reiterated charges of the negligible amount of stock holdings by present directors, all of whom have been renominated by management. Again in his letter Greene claimed that RKO Theatres' operating profit margin was too low.

Schwartz, in his letter, restated his belief that Greene seeks control of the company, pointed out the large stock representation on the present board and charged that the Greene group offers no constructive program. In addition, Schwartz addressed these questions to Greene: Have you promised the company's real estate concession or insurance business to anyone and have you promised any jobs to anyone?

Horn and Goldsmith

(*Continued from page* 1)

Keith Goldsmith has been appointed UA's Far Eastern supervisor, with headquarters in Singapore, for India, Indonesia, Siam, Japan, Philippines, Formosa and Hong Kong.

Asked when he would announce the appointment of an assistant UA foreign manager here, Picker said sometime in January or February.

UA also announced plans to open a new office in Formosa to service that area from headquarters in Taipeh. Picker also disclosed that George Kallman, who was UA's special representative in the Far East, has returned to this country and will receive a new assignment shortly after Jan. 1. Kallman is here recuperating from an operation.

Lease Hartford's Rialto

HARTFORD, Nov. 29. — Henry L. Needles, formerly Hartford district manager for Warner Theatres, and a group of unidentified New York importers of foreign films have leased the 700-seat Rialto Theatre here from the Hartford Theatre Circuit, and, following a $10,000 remodeling job, starting immediately, will reopen the theatre on Dec. 26 with the initial attraction UA's "The River."

Ontario Sunday Vote

TORONTO, Nov. 29.—With the annual civic elections due early in December in Ontario municipalities, another wave of referendums on an open Sunday is starting to engage the attention of the electorate. The first town to arrange for a Sunday vote is Pembroke, while others will follow.

REMEMBER



SCATTERBRAIN



SIS HOPKINS



PUDDIN' HEAD



SLEEPY TIME GAL



JOAN OF OZARK



CHATTERBOX

YOUR PROFIT?

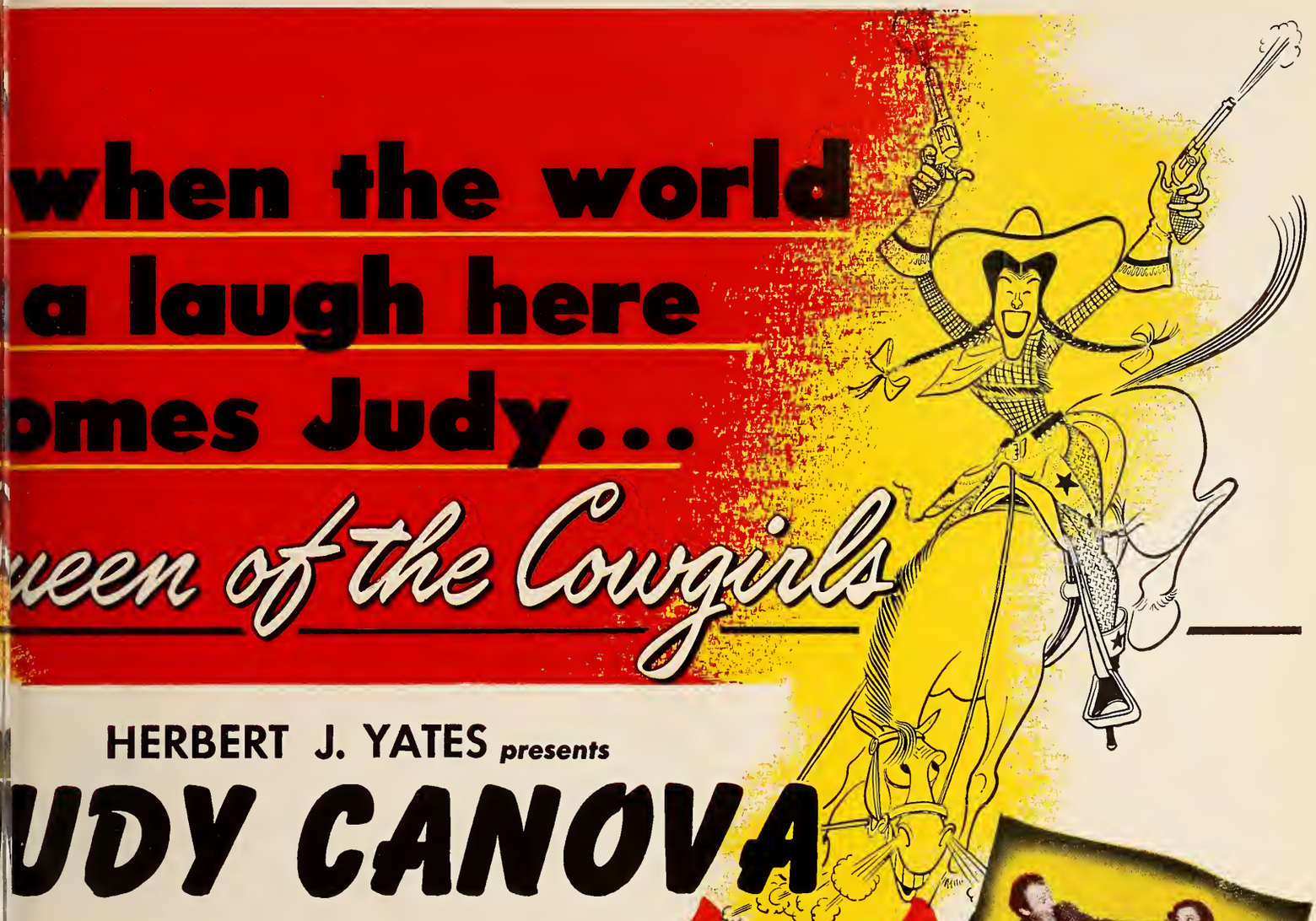
NOW

needs



Ho

when the world
a laugh here
omes Judy...
ueen of the Cowgirls



HERBERT J. YATES *presents*

UDY CANOVA

in

neychile



in TRUCOLOR

with **TEN TOP COMEDIANS**

including **EDDIE FOY, JR. · ALAN HALE, JR.**

and WALTER CATLETT · LEONID KINSKEY · GUS SCHILLING · IRVING BACON · FUZZY KNIGHT · ROSCOE ATES

Directed by R. G. SPRINGSTEEN · Written by JACK TOWNLEY and CHARLES E. ROBERTS

Additional dialogue by BARRY TRIVERS · Associate Producer SIDNEY PICKER

A REPUBLIC PRODUCTION

Republic Pictures Corporation—Herbert J. Yates, President

TOA Meets

(*Continued from page* 1)

Albany attorney; Harry Lamont, upstate exhibitor leader, and Sullivan, will convene in Albany. The following day it will hold a luncheon meeting in Utica and, in the afternoon, a regular session in Watertown.

The panel will hear upstate exhibitors' trade practice complaints in conjunction with current efforts to reactivate the Albany TOA unit, which has been dormant during the past year. Sullivan and Fabian met here yesterday with Lamont and Sumberg to plan the campaign under which the unit will be organized.

Will Extend Invitations

Sullivan said invitations will be extended to the Schine, Hallett and Smalley circuits upstate to join the new Albany unit. He said there are 285 theatres operating in the Albany territory, and that the organizing drive will be considered a success if 200 of these are recruited. Fabian's upstate theatres already are committed to join.

Sullivan said Lamont, who was chairman of the erstwhile Albany TOA unit, has been working with the following in the effort to revive it: Sol Ullman, Fabian Theatres; Jules Perlmutter, Albany; William Benton, Saratoga, and Sid Dwore, Schenectady.

Would Be Valuable

The Albany TOA would be a valuable "vigilance" unit should reported New York City plans to seek state authorization to impose an admission tax materialize, Sullivan said. He foresaw the TOA unit joining with the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of New York in fighting such a tax threat. The fight would be important, he pointed out, in that the New York State Legislature frequently "sets the pattern" for the legislatures of other states to follow.



Reviews

"On Dangerous Ground"

(*RKO Pictures*)

THE REGENERATION of a sadistic, embittered Metropolitan detective is recounted in a melodrama of explosive action in "On Dangerous Ground." Robert Ryan plays the police officer, who after being warned about beating his victims savagely, finally is "exiled" to an out-of-town case involving the murder of a school girl.

Although sequences in the screenplay by A. I. Bezzerides mesh too conveniently at times, it is seldom wanting in the type of excitement that makes for good entertainment.

It becomes apparent that the killer of the school girl is a psychotic and the hunt for him is pressed on in the mountains as though he were a wild animal. Joining Ryan in pursuit is Ward Bond, the father of the victim who is determined to shoot down the killer without benefit of trial.

Ida Lupino plays the sister of the killer. Blind, helpless, she is a good person to her very core. Contact with her produces a strange chemical reaction in Ryan. He begins to appreciate the worth and dignity of other people and gradually he loses his sadistic nature.

The killer presently is cornered and in a mad flight tumbles from a mountain top to his death.

Director Nicholas Ray has kept the action moving briskly and there are many good atmospheric touches to the picture, such as murky streets, cheap taverns and snow-blanketed fields.

The picture's closing scenes are romantically promising ones for Ryan and Miss Lupino. John Houseman produced.

Running time, 82 minutes. General audience classification. For December release.

MANDEL HERBSTMAN

"Pecos River"

(*Columbia*)

THE COUNTLESS FOLLOWERS of the Durango Kid stories will find all that they ordinarily expect in "Pecos River"—and even more, for production is better than the standard and photography and the musical accompaniment are likewise above average. The names of Charles Starrett and Smiley Burnett, of course, are present to sell this tale of skullduggery in the West.

Starrett this time plays a special post office investigator who also doubles as the masked, law-enforcing Durango Kid. Smiley is an itinerant eye-glass salesman whose singing commercials provide the music as well as the humor. The action is brisk, culminating in a satisfactory stage-coach chase.

To trap a gang of stage-coach holdup men, Starrett goes to the town of Pecos River and takes a job as a driver for stage-line owner, Dolores Sidener. He then pretends to make a deal with the outlaws, but traps them in action when they try to hold up the stage, setting the scene for the wild chase.

Miss Sidener, who, with Jack Mahoney, provides the romantic interest, makes a pretty fixture in the familiar landscape. Steve Darrell is appropriate as the outlaw leader. Colbert Clark produced, the story was written by Barry Shipman Fred F. Sears directed.

Others in the cast are: Steve Darrell, Edgar Dearing, Frank Jenks, Paul Campbell, Zon Murray, Maudie Prickett, Edward Fetherstone.

Running time, 55 minutes. General audience classification. For December release.

"Laughter in Paradise"

(*Associated British-Stratford*)

SUPERIOR acting and treatment have endowed a flimsy story with stature and appeal in this hilarious Associated British Picture Corp. production imported by Stratford Pictures. Although inherently it is a picture that is best suited for exhibition by so-called "art houses," this intelligently written, directed and produced offering should be able to achieve also the acceptance of regular theatres, so universal is the texture of its humor and the charm of its situations.

Its star is Alastair Sim, British filmdom's master of subtle comedy. He plays an author of mystery-thrillers who, to satisfy the provisions of a will, tries hard to get himself sentenced to 28 days in jail. The episodes involving him are gems of humor. The plot centers around the will of a practical jokester who attaches some strings to the distribution of his alleged fortune. One relative, a snobbish spinster, must serve as a maid before she can get her money; another, a bashful bank clerk, must hold up the bank manager with a gun; a third must marry the first girl he speaks to after the reading of the will. They all comply and learn something in the process. If the film has a moral, it is properly subdued and the laughs are given preference. Michael Pertwee and Jack Davies wrote the screenplay. Fay Compton as the spinster who discovers her heart; Guy Middleton as the playboy and George Cole as the timid clerk excel in supporting roles.

Running time, 96 minutes. General audience classification. Release date not set.

Films to McGraw-Hill

The March of Time's "Forum Films" will be distributed by McGraw-Hill after Jan. 1, reports Arthur Murphy, MOT general manager.

Montana House Burns

PORTLAND, Ore., Nov. 29.—A fire of undetermined origin destroyed the Roxy Theatre in Glasgow, Montana, with an estimated loss of $100,000.

Key CD Test

(*Continued from page* 1)

emergency lodging in Boston. The program, which will run from 10 to 11 in the morning and originate from WMAL-TV here, will be aimed at an audience in the Pilgrim Theatre in Boston. Audiences in the Stanley Theatre in Philadelphia and the National in Richmond, Va., will also listen in, however.

The program will feature both government officials and professional actors, Butcher stated. The Boston audience will consist of Civil Defense volunteer workers, but there will be a group of agency officials on hand to study the reaction of the audience.

The theatres are being donated for the December showing, but will submit estimates on how much they would have to charge for later programs. FCDA will also get exact estimates from telephone companies, producers and other cost elements.

Think Highly of Theatre TV

That FCDA officials think highly of theatre TV as a medium was emphasized in a speech made this week to a group of training officers from various government agencies by Jack T. Johnson, assistant FCDA administrator in charge of training. He listed five important advantages of theatre TV.

Theatre TV reaches a selected audience directly, and doesn't have questionable elements of other training films; it has flexibility, allowing last-minute changes to take care of last-minute developments; audiences can participate by way of a two-way hook-up; the meddium can reach large groups instantly in case of an emergency; and the theatre is an attractive physical location for training.

Harold Azine, another FCDA official, told the meeting that government agencies planning to use theatre TV for training in the future must plan to compensate the theatres, and not have them donated. He estimated the cost for theatre at 10 cents per seat, and that other costs, including relaying, production and other items, would bring the total maximum cost for a network show to 20 cents per seat.

Assures Customers

Eastman Kodak has assured its customers that the recent fire at its Kodak Park plant is not expected to affect the availability of the company's products. Kodak Park officials estimated that return to full-scale production in the paper sensitizing division will be complete within two weeks. Normal manufacturing operations are continuing in all other Kodak Park divisions.

ATTENTION!
Producers • Laboratories
Banks • Angels
who have
PILOT FILMS
Cash in now on your efforts and investments
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Universal-International proudly announces the general release in January of

"BRIGHT VICTORY"

their most distinguished and highly acclaimed motion picture

"Excellent for adults and youngsters."
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"Chalk up this U-I film as an Academy Award contender!"
—SCREEN GUIDE

"Boxoffice future bright as a silver dollar . . . tremendously satisfying entertainment."
—MOTION PICTURE HERALD

"Rates Academy Award . . . unquestionably certain to win enthusiastic approval from all types of movie-goers."
—SHOWMEN'S TRADE REVIEW

"... one of the enthralling pictures of your movie year . . . scratch off another niche in the 10-Best lists."
—N.Y. WORLD TELEGRAM AND SUN



BRIGHT VICTORY

"Arthur Kennedy's poignant performance in the movie 'Bright Victory' strums every heartstring."
—WALTER WINCHELL

Starring

ARTHUR KENNEDY • PEGGY DOW

with **JAMES EDWARDS • WILL GEER** *and* **JULIA ADAMS**

Screenplay by ROBERT BUCKNER • Based on the novel "Lights Out" by Baynard Kendrick • Directed by MARK ROBSON • Produced by ROBERT BUCKNER • A UNIVERSAL-INTERNATIONAL PICTURE

Exhibitors:

WHY NOT GO TO FLORIDA A LITTLE EARLIER THIS YEAR?..

...in time for the 75-theatre, state-wide, day-and-date whoop-'em-up world premiere of Columbia's



NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 106 NEW YORK, U. S. A., MONDAY, DECEMBER 3, 1951 TEN CENTS

Oct. Tax Take Highest Since December, '48

U. S. Reports Receipts Totaled $37,302,260

WASHINGTON, Dec. 2.—U. S. Treasury general admission tax collections in October, reflecting September box-office business, took a big jump to $37,302,260, the highest figure recorded for any month since December 1948, and the highest October since 1947, the Bureau of Internal Revenue reported.

The October figure compared with $31,021,105 in September and $35,036,535 in October 1950. Government officials figure that film admissions account for the great bulk of the general admissions category.

The jump in October helped boost the totals for the nine months from February through October, reflecting

(*Continued on page 4*)

Accord Shapes Up For MPEA Deal With Spanish Govt.

If the Spanish government agrees to make what the Motion Picture Export Association considers "minor concessions" on one or two points of the proposed formula for a Spanish-American film agreement, it is likely that an agreement will be assured this week, it was indicated on Friday following the MPEA board's second meeting in two days on the subject.

Sources outside the MPEA, meanwhile, strongly discounted reports that the Society of Independent Motion

(*Continued on page 5*)

Brazil, Belgium Put Curbs Into Effect

WASHINGTON, Dec. 2.—New sharp restrictions aimed at American films have gone into effect in Belgium and Brazil, according to government sources.

In Belgium, where restrictions on film imports, playing time and remittances were planned, "some curbs have already gone into effect and others are imminent," a State Department official declared. He said the Depart-

(*Continued on page 5*)

Selznick TV Film Option Expires as New Confabs Pend

Expiration without action of the option granted by David O. Selznick for the use of 12 of his pictures on home television for a reported $2,000,000 was disclosed here at the weekend by Selznick.

Selznick, who refused to divulge any details on the failure of the Bruce Eells & Associates transcription firm to exercise the 90-day option, said new negotiations are pending.

The collapse of the old option, according to industry speculation, was due to insufficient backing by television station owners and due to the amount involved per picture, a reported $166,000. It is further speculated that the new option, now pending, will be for fewer pictures at a price allegedly much lower.

Among the films which Selznick is said to be negotiating for release to home TV are: "Since You Went Away," "Spellbound," "Portrait of Jennie," "Third Man" and "Bill of Divorcement."

Johnston Back At MPAA Helm Today

WASHINGTON, Dec. 2.—Motion Picture Association president Eric Johnston reports back for work tomorrow after a 10-months' absence, serving as head of the Government's Economic Stabilization Agency.

Johnston brings back with him two of his top ESA aides—Ralph Hetzel, who will take over as head of the New York office of the MPAA today, and George Viether, who today becomes the man in charge of operations at the Washington office.

Of course, Johnston's information chief, Kenneth Clark; Johnston's secretaries, Merrie Smith and Mary Danser; and Clark's secretary, Evelyn Thompson—all of whom were at the

(*Continued on page 5*)

REAGAN REPLACES RODGERS AT MGM



Charles M. Reagan
V-P in Charge of Sales

Rodgers to Continue in Consultative Capacity From Jan. 1 for 2 Years

William F. Rodgers will relinquish his post as vice-president in charge of domestic distribution for Loew's-M-G-M to Charles M. Reagan on Jan. 1, Nicholas M. Schenck, president, announced on Friday.

Rodgers, who joined Metro in 1924 and who has headed its domestic sales organization since 1936, will serve as consultant to the company for a two-year period beginning Jan. 1.

Reagan, former vice-president in charge of distribution for Paramount Pictures, joined M-G-M as a sales executive in July, 1949. He has been without specific title since but has worked closely with Rodgers on major policy matters.

The change in executive positions, Schenck said, was made at Rodgers' insistence, stemming from the latter's wish to be relieved of numerous responsibilities. It is anticipated that Rodgers will adopt a more leisurely schedule in the future even though he was emphatic on Friday in expressing his intentions of being "an active consultant" on sales for the next two years.

Rodgers will leave for Florida about the middle of this month and will

(*Continued on page 4*)



William F. Rodgers
V-P and Consultant

Ten from M-G-M in 1st Quarter of '52

Metro-Goldwyn-Mayer will release 10 features in the three months starting Dec. 1, it was announced by William F. Rodgers, sales vice-president, at the weekend. There will be three pictures released for each of the months of December and January, and four for February, with "Pandora and the Flying Dutchman" the lone film with color by Technicolor for the period.

Leading off the list for December will be "The Light Touch," which is to be followed by "Calling Bulldog Drummond" and "Callaway Went Thataway." For January the three releases will be headed by "It's a Big Country," followed by "Westward the

(*Continued on page 4*)

Schenck's Statement on Rodgers-Reagan

Nicholas M. Schenck, president of Loew's, issued the following statement on Friday, in making known the appointment of Charles M. Reagan as vice-president in charge of domestic distribution, succeeding William F. Rodgers:

"Rodgers, who has served as M-G-M's vice-president and general sales manager for many years, has asked that he be relieved of his responsibilities and because of his insistence we have acceded to his wishes. I am happy to state that Rodgers will remain with Loew's as a vice-president for a minimum of two years as an advisor and consultant on sales activities and will continue to make his headquarters at the company's offices."

"I consider Reagan to be especially qualified to assume his new position and to succeed Rodgers."

Warner Will Film The Life of Cantor

Hollywood, Dec. 2.—Jack L. Warner, executive producer, of Warner Brothers, has completed negotiations with Eddie Cantor for the forthcoming production "The Story of Eddie Cantor."

"The saga of the comedian is planned by the studio as one of the most important pictures in its history," the company stated.

The film will be produced for Warner by Sidney Skolsky, who produced "The Jolson Story."

RKO Radio Chicago Meeting Concluded

CHICAGO, Dec. 2.—RKO Radio's two-day sales meeting at the Ambassador East Hotel here ended at the weekend, with district and divisional managers and assistants fanning out over the country to pass along news of newly-announced product and the "Ned E. Depinet Drive" in all exchanges. The drive will be conducted from next January to July.

Robert Mochrie, RKO Radio sales vice-president, who conducted the meeting, returned to New York over the weekend; also S. Barret McCormick, director of advertising; Leonard Gruenberg, Metropolitan district manager, and William McShea, assistant manager of branch operations.

Ned E. Depinet, president of RKO Radio Pictures, announced the product for the drive period at the meeting.

9 Special Screenings For 'Greatest Show'

The first Technicolor print of Cecil B. DeMille's "The Greatest Show On Earth" will be screened at a series of nine special press-radio-television-magazine previews at the Bijou Theatre here, Thursday through Saturday, it was announced by Jerry Pickman, director of advertising-publicity for Paramount Pictures.

Critics, columnists, editors, commentators and other public opinion molders have been invited to bring their children to these screenings, which will be run on a three-a-day basis (Thursday and Friday at 2:00 P.M., 5:00 P.M. and 8:30 P.M., and on Saturday at 10:30 A.M., 2:00 P.M. and 8:30 P.M.).

Turner on 2-Week Trip

Terry Turner, RKO Radio director of exploitation, will leave here Wednesday on a two-week trip to Boston, Buffalo, Detroit, Chicago, New Orleans, Atlanta and Philadelphia, for the promotions of four pictures. They are Samuel Goldwyn's "I Want You," Walt Disney's "Snow White and the Seven Dwarfs," Howard Hughes' "Two Tickets to Broadway" and Howard Hill's "Tembo."

Personal Mention

ROBERT KANE, producer, will arrive here today aboard the *SS Ile de France* from Europe.

•

MAX E. YOUNGSTEIN, United Artists vice-president in charge of advertising-publicity, will leave here tonight for Boston to address the convention there tomorrow of the Independent Exhibitors of New England.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will address the Independent Exhibitors of New England convention at the Copley Plaza in Boston tomorrow.

•

E. M. SAUNDERS, M-G-M assistant general sales manager, is scheduled to return here today from a business trip to Minneapolis.

•

RALPH CATTELL, vice-president and general sales manager of Jerry Fairbanks Productions, is in Chicago from Hollywood.

•

RALPH HOGE of Joseph Kaufman Productions, returned to the Coast from New York over the weekend.

•

RALPH MARTIN of *Seventeen* magazine, left here over the weekend for a week in Florida.

JAMES MULVEY, president of Samuel Goldwyn Productions, was in Chicago over the weekend and will return to New York today.

•

WILLIAM PINE of the Pine-Thomas production team, accompanied by his wife and A. C. LYLES, press representative, returned to Hollywood over the weekend from New York.

•

RUSSELL MCCULLOUGH, general purchasing agent of Fox West Coast Theatres Corp., left here for the Coast by plane at the weekend.

•

MORT NATHANSON, Eastern publicity-advertising director of Horizon Pictures, will leave here for Los Angeles by plane tonight.

•

RUDOLPH JELLINEK, Paramount's general manager for Germany and the Netherlands, will leave here for Frankfort tomorrow.

•

BEN BABB, national coordinator of promotion for GEORGE PAL, left here for Hollywood over the weekend.

•

SEYMOUR MOSES, M-G-M director in Holland, has left here for that country.

7 Pictures Started, 6 Are Completed

HOLLYWOOD, Dec. 2.—The production index has increased only one point, for a total of 31 pictures in work. Seven new pictures were started and six were completed.

Started were: "The Saber and the Arrow" and "Rough, Tough West," Columbia; "Outlaw Women" (Howco Productions), independent; "Gobs and Gals," Republic; "Desert Passage," RKO Radio; "Francis Goes to West Point" and "The Sourdoughs," Universal-International.

Completed were: "And Now Tomorrow" (Westminster Productions), "Monsoon" (Film Group, Inc.), independent; "Gift of the Magi" and "The Girl Next Door," 20th Century-Fox; "You Can't Stop the Marines" (United States Pictures) and "Crimson Pirate," Warner.

Eidophor Showing Now Off to Jan.

Another postponement in the projected demonstration of 20th Century-Fox's Swiss Eidophor CBS color theatre TV system was disclosed here at the weekend by Earl Sponable, 20th-Fox research director.

Sponable, who said he expected the equipment to arrive here from Zurich, Switzerland, by the end of December, forecast a demonstration, probably at the New York Roxy in January.

Regarding the National Production Authority's ban on the mass production of theatre color TV sets, Sponable said at this stage it would not affect 20th-Fox's Eidophor plans because they are now only experimental.

Start Mapping 20th Releases on Coast

Meetings which will begin at the 20th Century-Fox Coast studios starting today between home office executives and studio heads are expected to result in the setting of a national release schedule for at least the first quarter of 1952.

Leaving from New York over the weekend were president Spyros P. Skouras, director of distribution Al Lichtman, and vice-president Charles Einfeld, who will meet with Joseph M. Schenck and Darryl F. Zanuck on sales plans for the new year.

At the moment, the 20th Century-Fox studio is well ahead of schedule with the first quarter's schedule slated to be composed of a majority of the following films: "Decision Before Dawn," "The Model and the Marriage Broker," "Viva Zapata," "With a Song in My Heart," "5 Fingers," "Lydia Bailey," "Red Skies of Montana," "The Return of the Texan," "The Pride of St. Louis" and "Phone Call From a Stranger."

'Defiance' Opening At 12 Loew's Houses

"Fort Defiance" has been set for 12 openings on the Loew's circuit during the week of Dec. 13, it was announced at the weekend by William J. Heineman, United Artists sales vice-president.

The Dane Clark-Ben Johnson-Peter Graves starrer will open in Loew's theatres in Akron, Canton, Dayton, Houston, Indianapolis, Kansas City, Louisville, Norfolk, Providence, Rochester, Syracuse and Wilmington.

Newsreel Parade

THE air raid drill in New York and the ratification of the Jap peace treaty are current newsreels highlights. Other items include people in the news and sports. Complete contents follow:

MOVIETONE NEWS, No. 97—New York atom-bomb drill. Alabama train wreck. Eisenhower in Rome. King Farouk says British must go. Vice-President Barkley at Korea front. "G.I.'s" bring home Jap war brides. Chemical war. Blood bank. The perfect man.

NEWS OF THE DAY, No. 227—Report on A-bomb drill in New York. Crisis in Egypt. Japan ratifies peace treaty. "G.I.'s" bring war brides from Japan. Barkley at Korean front visits "G.I.'s." Popularity award for June Allyson.

PARAMOUNT NEWS, No. 30—Football thrillers. Denmark's worst peacetime disaster. Alben Barkley celebrates birthday in Korea. News on the novel side. Atom-bomb drill in New York.

TELENEWS DIGEST, No. 48-B—Steel negotiations begin. Economic stabilizer Roger Putnam. Talk by DiSalle. Pound enemy in Korea. Arms for Tito. Japan celebrates peace treaty. "Light Writing" in the sky.

UNIVERSAL NEWS, No. 513—Korea report. Air raid test in New York. Oil fire in Austria. Catacombs of Berlin. Japanese peace treaty ratified. Tropical fashions. Emperor Hiroshito visits pearl farm.

WARNER PATHE NEWS, No. 32—Air raid drill in New York. Nazi laeders bomb hideout found. Barkley at the Korea front. Crochet championship. Travis Air base. "Starlit" premiere. Football highlights. Blood donors.

Defer Action on Essential Rating

WASHINGTON, Dec. 2. — Robert Coyne, special counsel of the Council of Motion Picture Organizations, met Friday with government officials to discuss the question of the film industry's claim for an "essential" industry rating.

Meeting with Coyne were Dewey Coates, in charge of the Labor-Commerce departments' essential rating program, and Alton Porter, special assistant to Commerce Secretary Sawyer.

Some months back, the film industry asked to be considered "essential" for purposes of draft deferment of its workers or getting its workers deferred from draft or reserve calls. However, at the meeting Friday, the government officials said that the situation has changed completely since that petition was filed, and that a new petition would have to be filed, giving certain information not in the earlier report.

Sutter to Seaboard

Otto H. Sutter has been appointed vice-president in charge of sales of Seaboard Studios, Inc., effective immediately, it was disclosed here by Sandford R. Johnson, president. Sutter was previously with Vidicam Pictures Corp. in the same capacity.

The Industry's Own—The Variety Clubs-Will Rogers Hospital—Depends Entirely on Contributions from the Amusement Industry. Sign the 'Christmas Salute' Scroll today!

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New York Journal-American

NEW YORK CAVALCADE

—By LOUIS SOBOL—

...Previewed "I'll See You In My Dreams," the story based on Songwriter Gus Kahn's career, starring Doris Day and Danny Thomas. A finer picture has never come out of Hollywood.

*

WARNER BROS.

"I'll See You In My Dreams"



THURSDAY STARTS THE BIG CHRISTMAS ENGAGEMENT AT RADIO CITY MUSIC HALL

(Don't miss the thrill of the Trade Show December 12!)

DORIS DAY

DANNY THOMAS

FRANK LOVEJOY

PATRICE WYMORE

WITH
JAMES GLEASON

WRITTEN BY
MELVILLE SHAVELSON
AND
JACK ROSE

Musical Direction by Ray Heindorf

Musical Numbers Staged and Directed by LeRoy Prinz

PRODUCED BY
LOUIS F. EDELMAN

DIRECTED BY
MICHAEL CURTIZ

Grant Schine New Two-Week Extension

A new two-week extension for the divestiture of seven Schine theatres under the government's consent decree has been granted by the Department of Justice, it was learned here. The new extension expires Dec. 17.

Meanwhile, meetings between Schine attorneys and Justice officials are slated during the two weeks, looking toward a long-term extension.

Companies Join In Towne Case Appeal

WASHINGTON, Dec. 2.—The six major distributors involved in the Milwaukee Towne case asked the Supreme Court on Friday to review the Seventh Circuit Court of Appeals decision awarding the Milwaukee plaintiff close to $1,000,000 in damages.

The distributors contend the damages are much too high, and should be cut down to about $50,000. Milwaukee Towne Corp. has already appealed to the Supreme Court, arguing that it should uphold the original District Court decision, which awarded it even greater damages than did the Circuit Court.

Sued Six Distributors

Milwaukee Towne Corp. sued six distributors, claiming they refused to license it first-run pictures. Defendants were Loew's, RKO Pictures, Columbia, Paramount, 20th Century-Fox and Warner. The District Court found for the exhibitor and awarded $1,295,878 damages, plus costs, and plus $225,000 for lawyer's fees. The Circuit Court upheld the District Court in part and reversed it in part, cutting the damages to $941,574 and the attorney's fees to $75,000.

In asking the High Court to cut the damages still further, the six distributors charged that the Circuit Court, relying upon the Jackson Park case, "permitted speculation to run riot in the assessment of plaintiff's damages, while disregarding the evidence, which is reality. The Bigelow case does not support that result."

Argue Against Guessing

They argued that rather than guessing at the damage suffered by Milwaukee Towne when it couldn't get first-run pictures, the courts should have considered its actual profit-and-loss experience later, when it did get first-run pictures. On this basis, the distributors declared damages would have been very small. They also argued that immediately following the Supreme Court's decision in the Paramount case, the distributors had abandoned in Milwaukee the trade practices which had been used in the Milwaukee Towne case to prove an illegal conspiracy.

Winig Elected Head Of Albany Variety

ALBANY, N. Y., Dec. 2.—The Variety Club has installed the following officers: Nate Winig, chief barker; Nate Dickman, first assistant chief barker; Arthur Newman, second assistant; Sidney Urbach, chief dough guy; George Schenck, property master.

Reagan Replaces Rodgers

(*Continued from page* 1)

spend at least two months there, as has been his custom in recent years. He is now 63 years old and will become eligible for benefits from the company's retirement plan in June of 1953, when he will be 65.

According to the company's report of last March, Rodgers will be entitled to pension fund benefits in 1953 amounting to an estimated $27,957 annually. In addition, under his employment contract, the company has been placing specified amounts in escrow for him, portions of which are paid to him monthly. Last year, the company reported, $78,000 was placed in escrow to his credit and payments of $1,739 monthly were made to him out of that fund, in addition to his salary of $114,714 annually.

Rodgers is a member of the Loew's board of directors, and despite his change to consultant status will continue on the board for the time being, at least.

He is one of the best known and best liked, (judging from testimonials by small and large exhibitors at recent national conventions of exhibitor organizations) sales executives in the industry. Exhibitors have applauded him frequently not only as an individual but also for the fairness of his company's sales policies, for which he is responsible.

Reagan, who takes over the reins at M-G-M from Rodgers, is a thoroughly experienced chief sales executive, not only by virtue of his long service with Paramount in the field and as vice-president in charge of distribution, but also through his two and one-half years' indoctrination in the Loew's-M-G-M organization.

Reagan has been in the industry more than 30 years. He was born in Lawrenceburg, Ind., June 30, 1896. He is a graduate of Notre Dame University at South Bend, Ind., and after finishing school spent three years in the hotel business in Chicago, Cincinnati, Indianapolis and Louisville.

He joined Paramount as a salesman in Cincinnati in 1920 and two years later was promoted to branch manager at Indianapolis. In 1925 he was made district manager for Cincinnati, Indianapolis and Louisville. In 1932 he became Midwestern district manager, with headquarters in Chicago, and in 1934 he was named Western division manager. In 1941, Reagan was brought to the Paramount home office by Neil Agnew as assistant general sales manager. When Agnew resigned in 1944, Reagan was appointed vice-president in charge of sales for Paramount and was elected to the company's board of directors. He resigned in 1949 and, the same year, joined M-G-M.

Rodgers joined the industry with the old General Film Co. in 1912; served with Mutual Film Corp., Triangle Film Corp. and joined Metro in 1924. He became general sales manager in 1936 following the death of Felix F. Feist. In 1941 he was elected vice-president of Loew's and a member of the board.

In the 1930's he devoted major time and effort to joint industry endeavors to establish a trade organization designed largely to agree upon and administer a code of fair trade practices, to alleviate industry friction, particularly between buyers and sellers, and to hear and adjudicate trade practice complaints.

More than any other individual, perhaps, he was responsible for the organization of the United Motion Picture Industry (Umpi) which, despite his efforts, died a-borning due to ultimate inability of exhibitors and distributors to agree on particulars of the trade practice code.

In his industry peace-seeking role, Rodgers had taken on the mantle previously worn by the late Sidney R. Kent of Paramount and Fox and, to all intents and purposes, shared the confidence of all classes of exhibitors that formerly had been vested in Kent in that role.

Rodgers also served as a member of the motion picture division of the government's Office of Inter-American Affairs and was elected chairman of the distribution division of the industry War Activities Committee in 1942.

10 from MGM

(*Continued from page* 1)

Women," a Dore Schary production, and "Pandora and the Flying Dutchman," produced in England and Spain by Al Lewin and Joe Kaufman.

Scheduled for February are "The Sellout," "Invitation," "Shadow in the Sky" and "Lone Star," which stars Clark Gable with Ava Gardner.

Massimelli, MGM Manager, Dies

Armando Massimelli, manager of Metro-Goldwyn-Mayer of Italy, died in Rome on Nov. 26 of a heart attack the company disclosed here. He was 61.

Long a prominent figure in Italian and Continental film circles, Massimelli joined M-G-M in 1925. He was manager of the Milan branch until 1940, when M-G-M closed its offices in Italy. When M-G-M reactivated its offices at the close of World War II, Massimelli was appointed manager of M-G-M of Italy.

Oct. Tax Take

(*Continued from page* 1)

actual business in the first nine months of 1951, and for the three months August through October, reflecting box-office receipts in the third quarter of this year. The total for the February-October period this year was $260,660,462, less than three per cent below the $267,821,460 in the like period last year. The total for the August-October period was about $4,470,000 above the total for the like 1950 period. While August collections this year were well above August 1950, collections this year were slightly below last year's.

Peterson Promoted

NAPERVILLE, Ill., Dec. 2.—Harry W. Peterson has been appointed sales manager of the public seating division of the Kroehler Manufacturing Co. here, makers of theatre and auditorium seats. Peterson succeeds Howard V. Williams, who has been named sales manager of the company's case goods division.

Film Damage Suits At $330,000,000

Washington, Dec. 2.—As of Oct. 1, there were 144 treble damage anti-trust suits pending against motion picture distributors, with the claimed damages totalling more than $330,000,000, the Supreme Court has been told.

The statement is in a brief filed by six major distributors seeking review of the Seventh Circuit Court of Appeals decision in the Milwaukee Towne case. The distributors said that in the Northern District of Illinois court alone, where the Jackson Park and Milwaukee Towne cases were tried, there were 31 suits pending against distributors, involving damage claims of more than $67,000,000.

Para. May Seek NPA O.K. on Color Tube

WASHINGTON, Dec. 2.—Paramount may shortly file a formal petition with the National Production Authority seeking a green light for production of its tri-color television tube developed by its subsidiary, Chromatic Television Productions, Inc.

This developed out of an informal meeting here Friday between NPA officials and Paramount attorney Paul Porter.

The government's recent order banning all production of color television equipment has been interpreted by NPA officials as covering the tri-color tube. Paramount officials claim they want to produce a relatively small number of tubes and receivers for both color and black-and-white reception. They say such a procedure won't use any more materials—possibly even less—than producing the tube for use in black-and-white sets only.

However, NPA officials claim that while the tube can be used in a circuit designed for black-and-white only, it cannot be used in a circuit that can receive color as well as black-and-white, under the M-90 order. They said Paramount wants to produce about 50,000 sets, capable of taking both color and black-and-white.

At the meeting Friday, Porter argued that the NPA order and this interpretation of it violated a promise given by Defense Mobilizer Charles E. Wilson at an earlier meeting with all branches of the radio-TV industry. Porter said Paramount officials at that meeting understood Wilson to promise that the tri-color tube could be produced.

NPA officials said they had no such understanding of anything Wilson said, and that "the order reflects the meeting." Porter then asked for a transcript of the meeting, and NPA officials promised to try to find one.

NPA said the best course for Porter to follow would be to file a formal request either for an "interpretation" of the order or for an exception to it. Porter refused to comment at this time on his future course.

The Variety Clubs-Will Rogers Memorial Hospital is Open to ALL in the Amusement Industry Without Charge—Sign the 1951 'Christmas Salute'—"Help Care for Our Own."

Branch Negotiations 'Thing of the Past' Snaper Declares

Negotiation for film on the local level "is a thing of the past," Wilbur Snaper, president of Allied of New Jersey, charged at the weekend in a bulletin to members.

"Home offices," Snaper contended, "are gradually making the local branches nothing more than a place to converse. . . . Like a subway, you pay your fare or you don't ride. Our business has always been based upon the right of two people to negotiate. Gradually it is becoming a take-it-or-leave-it proposition. Unless the exhibitor battles these practices, he must go to the wall."

The bulletin asserted that "there is no doubt that the policy on 'David and Bathsheba,' through subterfuge, forced exhibitors to increase their prices at the box-office." Snaper said "it is a recognized fact that an exhibitor cannot pay the terms demanded on these pictures and show an equitable profit, unless he does raise his admission prices." The bulletin also scored picture "tie-ins" and "ruthless pricing of pictures."

Snaper reported that Paramount has apprised national Allied of its sales policy. He said Paramount's intention is "to price their pictures in relation to gross and not in relation to overhead. They intend using certain key pictures for the basis of arriving at split figures so they may obtain increased revenue on higher grosses. Theatres are to be sold on an individual basis. They will reduce a picture, if necessary, to a price that is equitable for exhibitor and distributor alike. Deals are subject to home office approval."

The New Jersey Allied president, who also is coordinator of the national Allied film committee, reported that a "number of territories have complained that higher and new minimums have been demanded by Paramount." He said the company, "in its attempt to correct deals with many large circuits, has encompassed all theatres. This arbitrary readjustment of figures has proven to be very damaging to smaller theatres in general and medium-sized grossing situations as well."

Snaper said the distributors have "thrown aside" goodwill and instead are today "attempting to extract the last penny from the small exhibitor."

'One in a Million' Award to Schary

HOLLYWOOD, Dec. 2.—Dore Schary, M-G-M vice-president in charge of production, will be honored by the Los Angeles Women's Division of the National Jewish Hospital of Denver on Tuesday at Romanoff's when special tribute will be paid to him, according to Mrs. Arthur D. Fogelman, president of the group.

Highlighting the festivities will be the presentation of the "One in a Million" award to Schary, a citation made annually to an outstanding citizen. Schary will receive it for his services as a community leader, humanitarian and citizen.

New Tenn. Corporation

NASHVILLE, Dec. 2.—A state charter of incorporation has been obtained by the Dixie Theatre Corp., operating two theatres at Cookeville.

Marcus Calls for Flexible Admission Price Policy

MILWAUKEE, Dec. 2.—"No policy should be rigidly enacted by any film company that cannot be deviated from where economical conditions warrant a change." That is the advice of Ben Marcus, president of Wisconsin Allied in commenting on the current controversy over increased admission prices. "Distributors and exhibitors must approach this common problem of buying and selling in a very realistic manner," he added.

Continued Marcus: "Most sales managers have expressed themselves in sympathy with a flexible sales policy. We are convinced that the presidents, or policy makers, of the different distributing companies have not yet seen fit to regard these policies by putting them into effect on a nationwide basis.

Wants Tailored Policies

"Proper merchandising of special attractions by the distributors may merit the consideration of every exhibitor. However, these policies must be tailored categorically so the small-town exhibitor can handle these attractions from an economic standpoint of his patrons. Where the large city first-run theatre may increase his admission prices 10 to 25 cents in order to charge $1.20 to $1.50 for an attraction, a small-town exhibitor must increase his admission prices from 40 per cent to 50 per cent in order to charge the same admission. The net result of such an increase in a small-town many times brings a lot of antagonism from patrons and very bad public relations for the entire industry," he concluded.

Marcus announced that this situation would be thoroughly discussed at Wisconsin Allied's "Movietime" convention on Dec. 10-12.

MPEA, Spanish

(*Continued from page* 1)

Picture Producers is at odds with the MPEA over the terms of the proposed pact. What SIMPP must endeavor to determine is how many of the 40 permits which would go yearly to independent U. S. producers under the formula can be gotten for SIMPP members, it was explained.

Healey to Relay Word

Word regarding the Spanish government's attitude on the requested concessions is expected to be relayed to the MPEA here early this week by Tim Healey, Association representative in Madrid. John G. McCarthy, Motion Picture Association of America vice-president, over the weekend cabled the suggested formula alterations to Healey with instructions that the latter communicate at once with the Franco government.

The formula, which would end the issuance of import licenses through Spanish producers, a so-called "corrupt" practice, would grant 60 permits to MPEA companies and 40 to independent U. S. producers each year. A tax approximating $14,000 in Spanish currency would be placed by the Franco regime on each film imported. Although these terms are regarded as "rough" by the MPEA member companies, they are nevertheless accepted as representing a "decided improvement" over the present Spanish licensing system. U. S. distributors have had to pay Spanish producers as much as $40,000 for a single permit under the prevailing arrangement, it was said.

Rembusch, Myers To N.E. Convention

WASHINGTON, Dec. 2. — Allied States Association president Trueman Rembusch will be in Boston Tuesday to attend the convention of the Independent Exhibitors of New England. Allied general counsel Abram F. Myers will also be there.

From Boston, Myers will go to Detroit for the convention of Allied Theatres of Michigan, and then he will head for Milwaukee and the meeting of the Allied Independent Theatre Owners of Wisconsin. He will not be back in Washington until about Dec. 12.

Johnston Back

(*Continued from page* 1)

MPAA before and went with Johnston to the ESA—will also return to their old films jobs today. Clark is expected to switch soon to the New York office, where Johnston plans to spend more time in the future.

The MPAA president is expected to announce his future policies and personnel assignments at a board meeting early this week, to be followed by a press conference.

Still in the works are negotiations for the MPAA to hire Edward Cooper, top aide to Senate Majority Leader McFarland, and another still undisclosed government official.

Brazil, Belgium

(*Continued from page* 1)

ment is considering whether to protest the restrictions as violating the Geneva Trade Agreement.

In Brazil, it is reported, the President has signed a decree reserving a portion of screen time for domestic pictures, requiring foreign newsreel and documentary producers to help finance domestic firms, and setting up other steps to aid domestic production. A still more far-reaching law is pending in the Brazilian Congress, it is reported.

'Henry V' to Bijou

"Henry V," starring Laurence Olivier, will return here with a limited four-week engagement at the Bijou Theatre on Christmas Day. The film will be shown on a two-a-day, reserved seat basis. Extra holiday week matinees will be presented during Christmas week at 5:40 P.M.

'Joyful Hour' Reissued

HOLLYWOOD, Dec. 2.—"The Joyful Hour," special Yuletide program filmed by Jerry Fairbanks productions for Family Theatre-of-the-Air a year ago, will be re-released to stations during the coming holidays, to be made available to outlets without charge.

"Help Care for Our Own"—Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital.

Unity, Cooperation Featured Subjects At AITOKM Meet

KANSAS CITY, Dec. 2.—Unity and cooperation were the featured subjects at the fall meeting of the Allied Independent Theatre Owners of Kansas and Missouri here during the day on Friday. A "Movietime, U.S.A." ball was held in the evening at the Continental Hotel.

Irving Mack of Filmack spoke at a luncheon in the afternoon at which Allied presented Don Walker and Jim Castle with a watch and traveling kit respectively for their work in connection with the "Movietime" drive.

Insurance was discussed in the morning, with four insurance company representatives speaking and answering questions. A resolution was introduced to send letters to the Missouri and Kansas rating bureaus asking for rate credits or abolition of penalty for film use now that most film in theatres is non-inflammable.

Jay Wooten, president of the unit presided. O. F. Sullivan reported on the National Allied meeting, telling of action taken and the motives behind the action. A novelty was a fellowship period—coffee and doughnuts at 9 A.M.—attended by exhibitors and distributor representatives before the formal meeting started.

Premiere of Bronston Film at Georgetown

Samuel Bronston's color film, "Christianity Through the Eyes of the Masters," will have its world premiere tomorrow night at Georgetown University in Washington. The audience for the premiere will consist entirely of guests of the president of Georgetown, who is sponsoring the premiere.

Bronston made the picture in Rome, in cooperation with Vatican officials. The undertaking was financed by William Aberson, New York attorney.

Bronston took 30 hours of color films, which will eventually be edited into 24 short subjects and probably three full-length features. The commentaries are by Bob Considine, George Bryan and John Baragray.

The films were produced by Obelisk Films, Inc. Distribution will be supervised by Sol Kunkis, general counsel, with Sam Seidelman handling South American distribution.

Writer Carroll Files Suit

An action for an injunction and an accounting of profits was filed here in Federal Court on Friday by Richard Carroll, a writer, against Favorite Films Corp. and others over the adaption of his book titled "Storm in Their Hearts." The film, carrying the titles "I Conquer the Sea," or "Sea Bandits," was produced by Academy Pictures. Others named in the suit were Newart Films, Inc., and Joan of Arch Pictures, Inc., distributors.

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WHEN WORLDS COLLIDE

Is Amazing On The Screen...and SENSATIONAL At The Boxoffice!!

We're bursting our superlatives at the seams over the latest hit in Paramount's steady stream of hits! We wish you could talk personally to exhibitors in all 253 cities where it's played. They figured it to be big—and it turned out to be *sensational!*

For instance: a 5-year non-holiday record opening in Denver; a new 4-year record in Philadelphia; biggest Paramount opening in months in Buffalo. Far beyond expectations right across the entire country, including Denver, Hartford, Chicago, Minneapolis, Seattle, Providence, Kansas City, Lincoln, Akron, Tucson and scores of other spots.

This George Pal production is the spectacle-thriller that's absolutely in a class by itself in performance...such amazing entertainment that business is up like a rocket!

Paramount Pictures

"WHEN WORLDS COLLIDE"
Color by TECHNICOLOR
Produced by George Pal
Directed by Rudolph Maté
Screeenplay by Sydney Boehm
Based on a Novel by
Edwin Balmer and Philip Wylie

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 107 NEW YORK, U. S. A., TUESDAY, DECEMBER 4, 1951 TEN CENTS

Theatre Video Programming In New Phase

Media's Growing Power Seen as Primary Factor

The drive for adequate and varied theatre television programming is being intensified as new ideas covering various media are being revealed.

With 23 communities across the nation, stretching from New York to Los Angeles, now equipped with theatre television, programming has advanced from the idea to the negotiations stage.

Propounding this thought, one industry executive disclosed that theatre TV is now ready to book regular attractions. One such attraction, now under negotiations, is a children's matinee performance of national reputation which would be televised every Saturday to theatres.

The growing economic strength of theatre TV is attested by the negotiations now being conducted for tele-

(*Continued on page* 5)

Bids Academy to Alter Decision On Theatre TV

DENVER, Dec. 3.—With the need of theatre TV programming acute, John M. Wolfberg, president of Wolferg Theatres here, called upon the Academy of Motion Picture Arts and Sciences to reconsider its decision not to theatre televise the forthcoming Award presentations from Hollywood.

In a letter of protest, Wolfberg declared, "to say that it is impossible to telecast this event to theatres is nonsense. Prizefights, football and base-

(*Continued on page* 5)

NYC Marquee Tax Proposed: Lamont

ALBANY, N. Y., Dec. 3.—A theatre marquee tax in New York City has been proposed for the consideration of the 1952 session of the State Legislature, Harry Lamont, temporary chairman of the reforming Theatre Owners of America Albany unit, disclosed here following his return from New York where he conferred with Gael Sullivan, executive director, and

(*Continued on page* 5)

Call Film Men in Probe Of Zenith Fee to Finnegan

Subpoenas have been served here on Loew's, Paramount, RKO Pictures and 20th Century-Fox for the appearance of company representatives before the Federal grand jury in St. Louis tomorrow and Thursday to testify concerning the circumstances surrounding Zenith Radio's efforts to get films for its Phonevision test in Chicago a year ago.

Scheduled to appear for questioning are: J. Robert Rubin, Loew's; Ned E. Depinet, RKO Pictures; and Paul Raibourn, Paramount. 20th Century-Fox's Otto Koegel is hospitalized and a substitute will undoubtedly be named for that company.

The industry men were brought into the picture after Eugene F. McDonald, president of Zenith, acknowledged that his company had paid $50,000 to James P. Finnegan, former collector of internal revenue at St. Louis, to help Zenith get films for the Phoevision test.

Finnegan is under indictment on charges of bribery and other misconduct in office. He resigned under fire last spring while a grand jury was looking into his affairs. His trial has been set for March 3. McDonald was

(*Continued on page* 5)

Finnegan Unknown To It, D of J Says

WASHINGTON, Dec. 3.—A Justice Department spokesman said today that J. P. Finnegan, former collector of internal revenue at St. Louis, whom Zenith Radio said it paid $50,000 to help it get films for Phonevision last year, is unknown to Department officials and had never been near the Justice Department on the Phonevision mission.

The Department spokesman said complaints of Zenith's inability to obtain films for its Phonevision test first came to its attention in May, 1950. On June 1, 1950, it was stated, a first letter was addressed to film companies

(*Continued on page* 5)

Para.IsTurnedDown On Color Tube Bid

WASHINGTON, Dec. 3. — National Production Authority officials said today the government has absolutely no objection to the use of Paramount's tri-color tube in sets capable of receiving only black-and-white television.

But the tube is out, NPA spokesman declared, if the set has a color circuit.

"Order M-90," an NPA official said, "permits the production or

(*Continued on page* 5)

Allied of Michigan Meet Is Statewide

DETROIT, Dec. 3. — More than 300 exhibitors from all parts of the state gathered at the Hotel Book-Cadillac in Detroit today for the opening of the annual convention of Allied Theatres of Michigan.

It was the first time in the organization's history that convention invitations had been extended to all of the state's exhibitors, including those who are not members of the ATM. To-

(*Continued on page* 4)

10% of Gross Intake Is Viewed as Basis of Theatre's Market Value

A film theatre's real estate market value is today determined by a rental of 10 per cent of gross intake rather than 15 to 20 per cent as formerly, according to Morton G. Thalhimer, Virginia exhibitor who also is a director of the Theatre Owners of America.

Thalhimer's observation is contained in an article, "New Influences Affecting the Appraisal of Motion Picture Theatres," which he wrote for *The Appraisal Journal*. Reprints of the 10-page article are being distributed by the TOA.

Dealing at length with such topics as capital investment in theatres, theatre costs, area factors, equipment costs, competition outside the industry, prospects for the future and others, Thalhimer's article concludes that a "rental of 10 per cent of the gross is now considered normal and realistic."

"The general feeling among those close to the industry is that fringe theatres, old theatres mostly worn out, and two theatres where only one can be expected to succeed, will have tough going in the future," the article states.

$3,773,914 Paid by Decca For 'U' Stock

Rackmil Reports to SEC; Warrants Price Included

WASHINGTON, Dec. 3. — Decca Records paid $3,773,914 for the 234,900 shares of Universal Pictures common stock it bought during October and the warrants it holds to purchase 32,500 additional shares, Milton R. Rackmil, Decca president, has reported to the Securities and Exchange Commission.

Rackmil revealed that of these shares 78,000 were purchased on the New York Stock Exchange, while the balance, most of which formerly was owned by the Paul G. Brown estate, was bought from Gertrude Bergman, Maurice A. Bergman, Lewis Fox Blumberg, N. J. Blumberg, Vera F. Blumberg, Alfred E. Daff, Edith Mayer Goetz, William Goetz, Doris Jean Mayer and Leo Spitz.

The warrants were purchased from N. J. Blumberg and Doris Jean

(*Continued on page* 5)

'Essential' Rating Issue Returned to COMPO For Study

If the Council of Motion Picture Organizations wants a hearing on its appeal for an "essential" rating for the industry the Department of Commerce is willing to grant one, Robert W. Coyne, COMPO special counsel, reported here yesterday following a meeting in Washington late last week with Department officials.

Coyne said he will ask the members of the COMPO board if they believe economic conditions are such that the

(*Continued on page* 5)

Mayer Intermediary Meets UA Officials

Approaches by an intermediary believed to represent Louis B. Mayer were made to United Artists officials during the past few days but no proposal for the rumored acquisition by Mayer of an interest in United Artists was made nor was any deal involving his joining the company broached, it was learned yesterday.

It was the first approach to U. A.

(*Continued on page* 4)

Personal Mention

BERNARD KRANZE, executive assistant to WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, left here for Indianapolis and Pittsburgh last night.

•

HARRY FELLERMAN, sales head of Universal Pictures' special films division, accompanied by JEFF LIVINGSTON, Eastern advertising manager, will leave New York today for Rochester, Syracuse and Gloversville in New York.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., and HUGH OWEN, Eastern and Southern division manager, will leave here for Dallas tomorrow.

•

LEONARD HIRSCH, home office assistant to RUDY BERGER, M-G-M Southern sales manager, left here yesterday for Jacksonville, Atlanta and Charlotte.

•

FRANK MOONEY, assistant to CHARLES BOASBERG, RKO Radio North-South division manager, will be in Charlotte today from New York.

•

JAMES R. GRAINGER, Republic executive vice-president, has returned to New York from Omaha.

•

HERBERT Y. YATES, president of Republic Pictures, is in New York from Hollywood for a brief stay.

Charles Feldman to Produce for Lippert

HOLLYWOOD, Dec. 3.—Robert Lippert and Charles Feldman have completed a production-distribution deal under which the latter's Famous Artists Corp. will package a number of upper-bracket features for distribution by Lippert with the latter supplying most if not the total financing and with talent accepting participation in lieu of salary.

"Loan Shark," George Raft vehicle to be produced by Bernard Luber and directed by Seymour Friedman, is first on the list. Lippert, who disclosed he will produce no more pictures directly and will handle no more minor-budget films because the market no longer warrants their distribution, indicated he is willing to give up as much as 75 per cent of a picture's earnings to talent.

Westrex, Reeves In Magnetic Film Deal

Westrex Corp. and Reeves Soundcraft Corp. have completed negotiations under which Westrex will distribute on a worldwide basis the complete line of Reeves Soundcraft professional magnetic recording films. This includes not only the standard 35, 17½ and 16mm full-width magnetic coated film used in original recording, but a new product "Magna-Stripe," a narrow stripe of magnetic material coated on clear motion picture film base intended for use in editorial departments in the professional motion picture industry.

'Quo Vadis,' 'Two Tickets,' Pace N.Y. First-Runs

"Quo Vadis" at the Capitol and Astor and "Two Tickets to Broadway" at the Paramount are among the top performers at New York first-run theatres this week as the pre-Christmas seasonal box-office slump began to be more acutely felt in many houses.

A healthy $76,000 is seen for the fourth week of "Quo Vadis" at the Capitol, while an excellent $26,000 is estimated for the same film for the fourth inning at the two-a-day Astor. A solid $63,000 is forecast for the second round of "Two Tickets to Broadway" at the Paramount, where Patti Page is headlined on stage.

The traditional Christmas show at Radio City Music Hall will bow Thursday with "I'll See You in My Dreams" featured on the screen. For the 19th consecutive year, the famed pageant of "The Nativity" will be included in the Yuletide revue. Featured in the pageant will be Inez Manier, soprano, the Music Hall Choral Ensemble, the grand organ and the symphony orchestra.

The present occupant of the Music Hall, "Too Young to Kiss," is expected to hit a rather weak $90,000 for its second and final week. "A Christmas Carol" at the Embassy Guild Theatre is doing excellent business, with $10,000 seen for the first week.

Hold-overs predominated at most theatres. At the Rivoli, "Fixed Bayonets" is expected to do a slow $14,000 for its second week. "Decision Before Dawn" bows there on Dec. 21. "I'll Never Forget You" will begin its run at the Roxy on Friday, replacing "Golden Girl", which is forecast to register a mild $47,500 in its last 10 days. Tomorrow, "Callaway Went Thataway" will open at Loew's State, where "Across the Wide Missouri" is expected to close with a tepid $14,000 for its fourth week.

At the Warner, "Come Fill the Cup" is expected to hit a moderate $20,000 for its second and final round, with "The Tanks Are Coming" slated to bow in tomorrow. A fair $12,500 is seen for the sixth week of "Ten Tall Men" at the Victoria and a nice $7,000 is estimated for the 35th and final stanza of "Tales of Hoffmann" at the Bijou, which will close for two weeks. The house will reopen on Christmas Day with a limited engagement of "Henry V."

At the Mayfair, "Detective Story" is expected to do $37,500 for its second week, considered a satisfactory figure, while "Warpath" at the Globe will be replaced on Thursday with "Crosswinds". The second and final week of "Warpath" is due to hit a rather weak $9,500.

'River' Holding Up

Still holding up is "The River" at the Paris Theatre, where a solid $10,000 is forecast for the 13th week. A fair $10,000 is estimated for the sixth and final week of "The Blue Veil" at the Criterion, where "The Strange Door" bows in Saturday. "The Clouded Yellow" is expected to do a fine $8,500 for its fourth week at the Park Avenue, while a nice $6,000 is seen for the fifth week of "The Browning Version" at the Sutton.

A top performer, "The Lavender Hill Mob," is forecast to do a healthy $10,000 for its seventh round, while a good $10,500 is seen for "The Man with the Clock" at the Trans-Lux 52nd Street. "Days of Our Years" opens at the Trans-Lux 60th Street tomorrow, replacing "Laughter in Paradise," which is expected to hit a satisfactory $1,000 in the last three days of its third week.

A passable $3,400 is seen for the first round of "Pool of London" at the Trans-Lux 72nd Street. At the new Normandie Theatre, which will open on Thursday, "Pandora and the Flying Dutchman" will be the feature attraction.

Lippert in Deal for Minneapolis Branch

MINNEAPOLIS, Dec. 3.—The local Lippert Productions distribution franchise has been sold by Jack Coller to the parent company. The deal was consummated for Lippert by company sales chief Arthur Greenblatt. Coller will continue to operate his North Star film exchange here.

Dick Stahl, Lippert and North Star manager for Coller, will continue as manager for Lippert, and Clyde Cutter, now on the sales staff of the Minneapolis Monogram exchange will become North Star manager on Jan. 1.

Para. Charity Drive

HOLLYWOOD, Dec. 3. — Paramount Charities Committee's annual campaign is within 25 per cent of its $1,350,000 goal, campaign chairman Dore Schary disclosed last night in launching a drive to bring in 2,500 more subscriptions within a fortnight. Present pledges, totalling $1,023,466 represents 16,848 subscriptions.

Salary Board Action Likely This Week

WASHINGTON, Dec. 3.—Salary Stabilization Board officials indicated there might be some developments "by the end of the week" on salary controls for talent workers.

The board has completed discussion of the report submitted by a special three-man committee headed by Roy Hendrickson. Subsequently, board executive secretary Joseph Cooper said "something is imminent, probably by the end of this week." He refused to say whether this would be a final board ruling or merely the release of the committee's recommendations along with a few board comments.

MPAA Board Meet

Eric A. Johnston's first meeting with the Motion Picture Association of America board following his return on Monday to active duty as MPAA president, will take place in New York tomorrow.

W. Pa. Allied Votes Arbitration Approval

Pittsburgh, Dec. 3.—Allied Theatre Owners of Western Pennsylvania has voted unanimous approval of the resolution calling for estabment of an all-inclusive industry arbitration system which was adopted at the recent Allied States national convention in New York. The approval was voted after the resolution had been described by Abram F. Myers, Allied chairman and general counsel.

'Dreams' Premiere For Hospital Fund

A special premiere of Warner's new musical, "I'll See You in My Dreams," will be held at the Chicago Theatre in Chicago on Dec. 27, with all proceeds going to the St. Jude Hospital Fund, of which Samuel Cardinal Stritch, Archbishop of Chicago, is general chairman. Cardinal Stritch will head the list of dignitaries attending the premiere, and has appointed a committee of leading citizens to handle the sale of tickets.

Flaherty Material to Museum Film Library

At a private reception in the Museum of Modern Art here last night, Mrs. Robert Flaherty presented the creative memorabilia of her husband, who died July 23, 1951, to the Museum of Modern Art Film Library. John Hay Whitney, chairman of the board of trustees of the Museum and president of the Film Library, received the gift.

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THE BLUE VEIL
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SQUARE SHOOTIN' FACTS ABOUT



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IN WONDERFUL CINECOLOR

Based on smash openings—

DENVER *(hold over, Paramount, U. A.'s biggest 1st day in 3 years);*

NEWPORT NEWS *(topped "Fabiola");*

SAN DIEGO *(2 wk. hold over)* —U.A. predicts great biz in LOS ANGELES, READING, HARRISBURG, BALTIMORE, RICHMOND, NEW HAVEN, MINNEAPOLIS, SEATTLE, SYRACUSE, NEW ORLEANS, MILWAUKEE, ATLANTA, PORTLAND, SAN FRANCISCO . . . and hundreds of other "A" situations!

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with **TRACEY ROBERTS**
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RALPH SANFORD • CRAIG WOODS • DICK ELLIOTT
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Directed by JOHN RAWLINS
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"Lead pipe cinch for very tops in grosses! Cinecolor seldom if ever been more effectively employed!"—*BOXOFFICE*. "One of best westerns ever made . . . sure-fire winner at the boxoffice!"—*HOLLYWOOD REPORTER*. "Fine western!"—*DAILY VARIETY*. "Notches above the average! Qualities which exhibitor will find redeemable at the boxoffice!"—*M. P. DAILY*. "Dane Clark makes striking impact!"—*FILM DAILY*. "Action thrills keep interest strong!"—*VARIETY*.



CRITICS AGREE "Best Western of the Year"— SHOWMEN'S TRADE REVIEW

another BIG ONE thru UA

National Pre-Selling

THE phenomenal box-office performance of Universal International's "Ma and Pa Kettle" stories receives national magazine attention in the current issue of *Collier's*, now on the new-stands, in a top-feature article written by Liza Wilson and David McClure, in which the film series is described as a "Hollywood Gold Mine." The magazine says, "audiences flock to enjoy the latest escapades of this droll pair of adventurers (Percy Kilbride and Marjorie Main). Their first three low-budget films, shown mostly at rural and neighborhood theatres, have grossed a whopping $8,000,000." The piece, fully illustrated in both black-and-white and color, runs over five pages, and is heralded on the front cover with feature billing.

•

Vital production and background material detailing 20th Century-Fox's drama of espionage, "Decision Before Dawn" is being circulated among the nation's top level opinion makers, through a special seven-page multicolor brochure issued by the Motion Picture Association of America. The issue is one of the series handled by Arthur DeBra, director of the MPAA's Community Relations Department, and features key art from the film, a synopsis of the screenplay, and an analysis of the people and critical times portrayed. Printing is initially pegged at 150,000 copies, which will be sent to 54,000 high school superintendents, and principals, 10,000 public libraries, 24,000 presidents of local motion picture councils and women's organizations, 12,000 prominent ministers of every denomination and to 50,000 of the National Council of Church Women.

•

A two-page spread in the current *Mademoiselle* reproduces in full-color "The Adoration of the Magi", from the projected series of short films by 20th Century-Fox. The magazine says, "for the first time in movie history, a major film company has taken the position that art films can be commercially successful."

•

TIDE, *the newsmagazine of advertising and sales, has a "cover story" on McGregor Sports Wear, with the sub-title, "How To Pre-Sell" in which this promotion-minded manufacturer is praised for his agility in latching-on to a deal with 20th Century-Fox and* Look *magazine, to merchandise an "out of this world' sports jacket for "The Day the Earth Stood Still" which* Look's *men's-wear editor introduced to the public. It goes to prove that the retail trades are just as much on their toes as any other showmen.*

•

Piper Laurie, Universal's young star, has been selected by Jon Whitcomb, illustrator, as the model for his illustrations for the "Miss Universe" contest announcement to run as full-color pages in national magazines with a combined circulation of 85,000,000. The contest, conducted by Catalina Swim Suits, Pan-American Airways, the City of Long Beach, California, and Universal-International, will reach its conclusion next June when "Miss Universe" will be chosen.

WALTER BROOKS

Schmidt Eyed for Mayer's Compo Post

Two more names have been added to the Council of Motion Picture Organizations nominating committee's growing list of possible candidates to succeed Arthur L. Mayer as COMPO executive vice-president. The new names are Arthur Schmidt, who has resigned as Columbia advertising-publicity director, effective Jan. 1, and Charles E. McCarthy, COMPO information director.

Mayer acknowledged that he planned to write a book on his experience in the industry and government service as soon as he becomes free of his COMPO duties.

Sets Speakers Unit For Wis. 'Movietime'

MILWAUKEE, Dec. 3.—Organization of a speakers' bureau for the continuation of "Movietime U. S. A." activities in Wisconsin was announced by Ed. J. Weisfeldt, executive director of the Wisconsin Movietime campaign.

In a bulletin to exhibitors, Weisfeldt states that the Wisconsin COMPO office is prepared to accept speaking engagements before civic and service clubs, women's groups and schools. Speakers will be selected from a panel of six Wisconsin film industry figures, L. F. Gran, William Ainsworth, Fred Reeth, Russell Leddy, H. B. Tollette and Joe Baisch.

'Movietime' Broadcast Set by Liberty System

"Movietime U. S. A." radio programs for this week and next were announced here yesterday by the Liberty Broadcasting System in a letter to COMPO. The programs which are transcribed, are given daily Monday through Friday over most of the stations of the Liberty network.

M-G-M's, "Callaway Went Thataway" was featured on yesterday's broadcast, with dialogue being furnished by Dorothy Maguire, star of the picture, and Norman Panama and Melvin Frank, writer and director, respectively. Today's program will feature the 20th Century-Fox picture, "Decision Before Dawn," with interviews with Gary Merrill, the picture's star, and Frank McCarthy, associate producer.

Allied of Michigan

(*Continued from page* 1)

day's activities were devoted entirely to registration, Ernest T. Conlon, executive secretary, said. Registration is scheduled to continue tomorrow morning, followed by a men's luncheon in the Crystal Ballroom for distributors, exchange managers, salesmen, bookers and guests.

Special Ladies' Program

Drive-in managers will convene in the afternoon. A special program has been worked out for the ladies attending. They will attend a "home highlighting show" conducted by Bruce Bradshaw, representative of Detroit's J. L. Hudson Co. In the evening, Dave Idzal, manager of the Fox Theatre, will entertain Allied members with a screening.

NPA Tightens Rule On Use of Material For Construction

WASHINGTON, Dec. 3.—Exhibitors who are seeking government permission to build or remodel and who claim they have the materials for the project on hand must submit evidence that the materials were bought before Oct. 1, according to the National Production Authority.

An NPA spokesman said that many applications for theatre building in the first quarter of next year had been turned down because the applicant did not submit any evidence as to when the materials were purchased or merely made the flat statement that the materials had been on hand before Oct. 1. "That won't do," he declared. "We must have evidence — invoices, photostats of invoices, or some other tangible proof."

Few Getting Approval

A few theatre-building projects are still getting government approval, but these are becoming fewer and fewer. NPA officials say there are very few firms that bought materials before Oct. 1 and have not yet used them. If proof cannot be made that the materials were bought before that date, it must be assumed that they were obtained illegally, according to the NPA.

'Movietime' Salesmen Get Allied Prizes

KANSAS CITY, Dec. 3.—Allied of Kansas and Missouri presented awards of traveling kits with names engraved thereon to the seven salesmen of the seven "Movietime U.S.A." zones of the Kansas City exchange area who led in sales of "Movietime" shares in their zones.

The salesmen honored were Harold Case and Dwight Borin, Warner Brothers; John Long and George Regan, 20th-Fox; Earl Dyson and Robert Ringler, RKO; Bud Riley, Republic. The gifts were from the directors of the Allied unit.

Set Campaign for Goldwyn's 'Want You'

The national campaign on Samuel Goldwyn's "I Want You" will get under way this week as RKO Radio field forces under the direction of Terry Turner, set to handle the first six pre-release Christmas engagements.

In addition to the New York opening at the Criterion, the film has been booked for Christmas runs at the Astor, Boston; Adams, Detroit; Joy, New Orleans; Music Box, Seattle; Paramount, Atlanta; and day and date at the Egyptian, Roseaway, 21st Avenue and Laurelhurst in Portland, Ore. Starting today, David Golding, Goldwyn advertising-publicity chief here, will join with Turner in Boston to map out the campaign for that engagement and will meet later in the week with Turner in Detroit and Chicago.

Reschedule Hearing On 'I Want You'

CHICAGO, Dec. 3. — Federal Judge Michael L. Igoe today rescheduled the hearing on an extended run for Samuel Goldwyn's RKO release of "I Want You" for the afternoon of Friday, Dec. 14.

Hone Is Reelected For His 29th Term

Seattle, Dec. 3.—James Hone, for the past 29 years executive secretary of the Independent Theatre Owners of Washington, has been reelected. Named to the board were Mildred Wall, Lewiston, Idaho; L. A. Gillespie, Okanogan, Wash. W. B. McDonald, Olympia; Erwin Fey, Renton, Wash.; Chester Nilsson, Tacoma; Walter Coy, White Center; Mike Barovic, Puyallup; Fred Mercy, Jr., Yakima, and B. F. Shearer, Jack Neville, F. M. Higgins, L. O. Lukan and Joe Danz. Seattle. Neville was reelected treasurer and auditor, and Lukan was elected a delegate to the PCCITO with Fred Mercy as alternate.

Bank Forecloses On 20 Pictures

LOS ANGELES, Dec. 3.—The Bank of America has foreclosed mortgages on 20 films said to be valued at $25,000,000 in an effort to recoup loans to motion picture companies.

The pictures include "Arch of Triumph," with Charles Boyer, Ingrid Bergman; "Ramrod," with Joel McCrea and Veronica Lake, and "Body and Soul," with John Garfield and Lili Palmer.

These and five others valued at $14,000,000 were made by Enterprise Productions, now defunct. The bank said it was considering the possibility of reissuing the films in theatres or on television.

The Security-First National Bank also took over eight pictures recently which are said to have cost $8,000,000 to produce.

Mayer-U.A. Meet

(*Continued from page* 1)

officials that has been made and apparently was designed solely to determine current prospects of the present U. A. management in acquiring title to 50 per cent of the company's stock by the end of this year. If U. A. ends the calendar year in the black, title to the stock will be transferred to the management group. A profit for 1951 appears probable but indications are that definite word will have to await completion of a later audit.

Reports Current About Mayer

Trade reports current for some weeks have been that Mayer has been weighing the possibility of a tie-up with U. A. What form it would take and when it might come apparently are as nebulous as ever despite the "feeler" received through the intermediary late last week. U. A. officials regard a tie-up with Mayer, particularly through a production company releasing through it, as a singularly attractive prospect, even if it involved sale of some stock interest in the company, such as treasury stock. They have revealed no inclination, however, to part with control of the company, which is assured them for a seven-year period once they have put the company in the black for a calendar year and acquired title to the 50 per cent of the stock now outstanding.

TV Patents to Be Registered: FCC

Washington, Dec. 3.—The Federal Communications Commission has issued a proposed ruling to require all firms holding radio, television, telegraph or other communications patents to file annual reports on how these patents are being licensed and used.

Television Code Is Due This Week

WASHINGTON, Dec. 3.—Formal issuance of a new program standards code for television broadcasters is expected this week.

The television board of the National Association of Radio and Television Broadcasters will meet here Wednesday, with the code the top item on the agenda. A self-regulatory device, patterned on the motion picture production code, the TV code is designed to meet audience and government criticisms against excessive crime, obscenity and other objectionable features on some TV programs.

Para. Turned Down

(*Continued from page* 1)

assembly of the Lawrence tube as such. However, it prohibits the use of the tube in the production or assembly of sets capable of receiving in color any television broadcasts."

Paramount can make as many of the new tubes as it can get material for, this official said. The only thing is that if it or some customer uses the tube in a color set, it violates the NPA order. As long as it uses it in a black-and-white set, it's in the clear.

Paramount, through its subsidiary, Chromatic Television Productions, Inc., will shortly file a memorandum with the NPA asking for an official statement on what it can do with the tri-color tube. It contends that it should be allowed to use the material it gets for any purpose it wants.

Wolfberg Protest

(*Continued from page* 1)

ball games and variety shows can be telecast and so can this."

Wolfberg, whose Broadway Theatre in Denver was the only theatre in the country to televise the World Series in baseball because of the lack of home TV stations in the Denver area, said "it has been the theatre, in conjunction with Hollywood, that has made the Academy Awards possible." "Yet for years," continued the circuit owner, "we have turned this top-notch event over to radio and thus allowed a competitor to keep people at home to listen to important news created by the motion picture industry."

Baseball Owners to View Skiatron

Representatives of major leagues of baseball have been invited to a demonstration here of Skiatron subscription television, to be held at the Hotel Commodore Saturday and Sunday.

The demonstration will be held on the same days as the annual meeting of baseball owners, which also will be held at the Hotel Commodore.

Call Film Men in Probe

(*Continued from page* 1)

called by the St. Louis Federal grand jury last Sept. 27 and Irving Herriott, Zenith general counsel, testified on Oct. 9. Both issued statements to the press recently asserting that the $50,000 fee was paid by Zenith to Finnegan because he had offered to help it get films for the Phonevision test "and we believed he would be able to help us get the films in time for our test."

Finnegan was employed by the government at the time but had told Zenith officials he planned to resign, McDonald said. Zenith made payments to Finnegan from Nov., 1950, to June, 1951. McDonald said that a few weeks after Zenith had retained Finnegan, Zenith received assurances from several film companies that they would make pictures available for the Phonevision test, which was scheduled at that time to start Dec. 1, after several previous postponements. The test actually did not get under way until late December.

At the time, it was widely reported and published without subsequent denial that Zenith had retained former Senator Burton K. Wheeler of Montana as its Washington attorney and that Wheeler was active in stirring up the Department of Justice to inquire of the film companies why no pictures were being made available to Zenith for the Phonevision tests. It was only after communications of that kind had been received by the companies that some of them agreed to make available a number of films two or more years old for the Phonevision tests. Among the companies that did so were Loew's, RKO, Paramount and Warner. Companies that declined included Columbia, 20th Century-Fox, Universal and Republic.

Finnegan's Name Never Figured

At the time, Finnegan's name never figured in any of the published stories concerning Zenith's efforts to obtain films for Phonevision. When questioned yesterday, Raibourn said he did not know Finnegan and never discussed the matter of films for Phonevision with him.

Decca, 'U' Stock

(*Continued from page* 1)

Mayer, at a reported price of $5 each. The purchases on the New York Stock Exchange were made at current market prices; the purchases from the individuals named were made at prices reached as a result of negotiations with them or their representatives and reportedly averaged about $15 per share.

These purchases, Rackmil reported, were in addition to 2,600 shares of Universal common purchased in September.

Rackmil certified in his report to the SEC that there is no relationship between any of the sellers of the stock and Decca, any of its affiliates, any director or officer of the registrant, or any associate of any such director or officer.

Theatre Video

(*Continued from page* 1)

vising the current Broadway stage show, "Saint Joan." Further proof of this is provided by talks among theatre TV executives on the possibility of televising such attractions as the stage show at the Radio City Music Hall. Another possibility eyed is the televising of the Judy Garland show at the RKO Palace.

The search for TV entertainment packages is the current attempt, with many TV theatre executives of the opinion that the sports field has been over-emphasized. However, efforts in that direction, now being conducted by Theatre Network Television, are also endorsed.

The Dec. 14 Civil Defense theatre television program is the only one slated at this time in the "non-entertainment" field, but it is known that conferences, especially by United Paramount Theatres executives, are under way to expand such programming.

As to televising "live" shows from Broadway stages, a spokesman for the IATSE stage hands union said that it was too early to tell what extra compensation will be sought by the unions. He said when a deal is consummated, the unions would make their position clear.

Finnegan

(*Continued from page* 1)

expressing the Department's belief that a concerted agreement existed to deny films to Phonevision for the projected Chicago test, and asserting that such an agreement would be illegal and must not be persisted in.

E. F. McDonald, Jr., president of Zenith, told the press at the weekend that it had agreed to retain Finnegan for a $50,000 fee to help obtain films for Phonevision in October or November of 1950. According to the Justice Department's version, its intercession may have accomplished that result prior to that time.

It was widely reported here that Zenith's Washington attorney, former Senator Burton K. Wheeler of Montana, made the original and continuing complaints to the Justice Department.

'Essential' Rating

(*Continued from page* 1)

industry should "push" for the rating

Reminding that "so few industries have been granted rating restoration," Coyne said the motion picture industry "might be well-advised" to take time to weigh the matter "in view of unsettled world conditions." It said it would be up to COMPO to determine whether or not further effort toward securing the rating would be worthwhile.

SAG, SEG Demand Limit on TA Powers

HOLLYWOOD, Dec. 3.—The boards of directors of the Screen Actors Guild and the Screen Extras Guild have demanded that the jurisdiction claims of Television Authority be expressly limited to those actors working in "live" TV shows.

Only under this condition, it is understood, will peace be restored to the ranks of the Associated Actors and Artistes of America. The "Four A's" have been specifically called upon to rescind a resolution of April 19, 1950, granting TV film jurisdiction to Television Authority.

Mr. Exhibitor—Are You Doing All You Can on the 1951 'Christmas Salute' to the Variety Clubs-Will Rogers Hospital?

Sees No Reason to Raise U.K. Quota

London, Dec. 3.—Peter Thorneycroft, president of the Board of Trade, told Commons in reply to a question that he saw no reason why the film quota here should be raised from 30 per cent to 50 per cent.

It was his first reference to films since taking office and included no mention of anything the new government may have in store for the industry in line with its austerity edicts.

Few Detroit Houses In Price-cut Move

DETROIT, Dec. 3.—Few theatre owners here are following the lead of Joseph Adelman's Hollywood Theatre in cutting admission prices.

Only a few neighborhood houses have made even slight cuts. Their experience is not likely to start any major movements. "Not many theatre managers are in a position to benefit from cut prices," Adelman explained.

"With a 3,500-seat house I can handle the necessary volume to make money at a reduced rate."

Adelman cut his flat 70-cent admission to 60 cents or two admissions for $1. Children are admitted free if accompanied by an adult. This latter rule has been in effect for some time.

Adelman said his business has been up about 20 per cent for the past few days. "The box office isn't taking in much more money than before but with a lot more people in the theatre, the candy and popcorn sales are really going up."

NYC Marquee Tax

(*Continued from page* 1)

S. H. Fabian, executive committee chairman, of the national TOA.

Indicative of the role the new Albany TOA unit will be expected to play in legislative matters, Lamont said: "Any tax can spread to other cities. We must be prepared. This is a golden opportunity for every circuit and independent exhibitor in the territory to put his shoulder to the wheel and push."

Lamont predicted that a number of bills affecting motion picture theatres will be introduced at the 1952 legislative session. Among them also will be a New York City administration-supported measure for an amusement tax in the metropolis, according to Lamont.

MITCHELL MAY, Jr. CO., INC.

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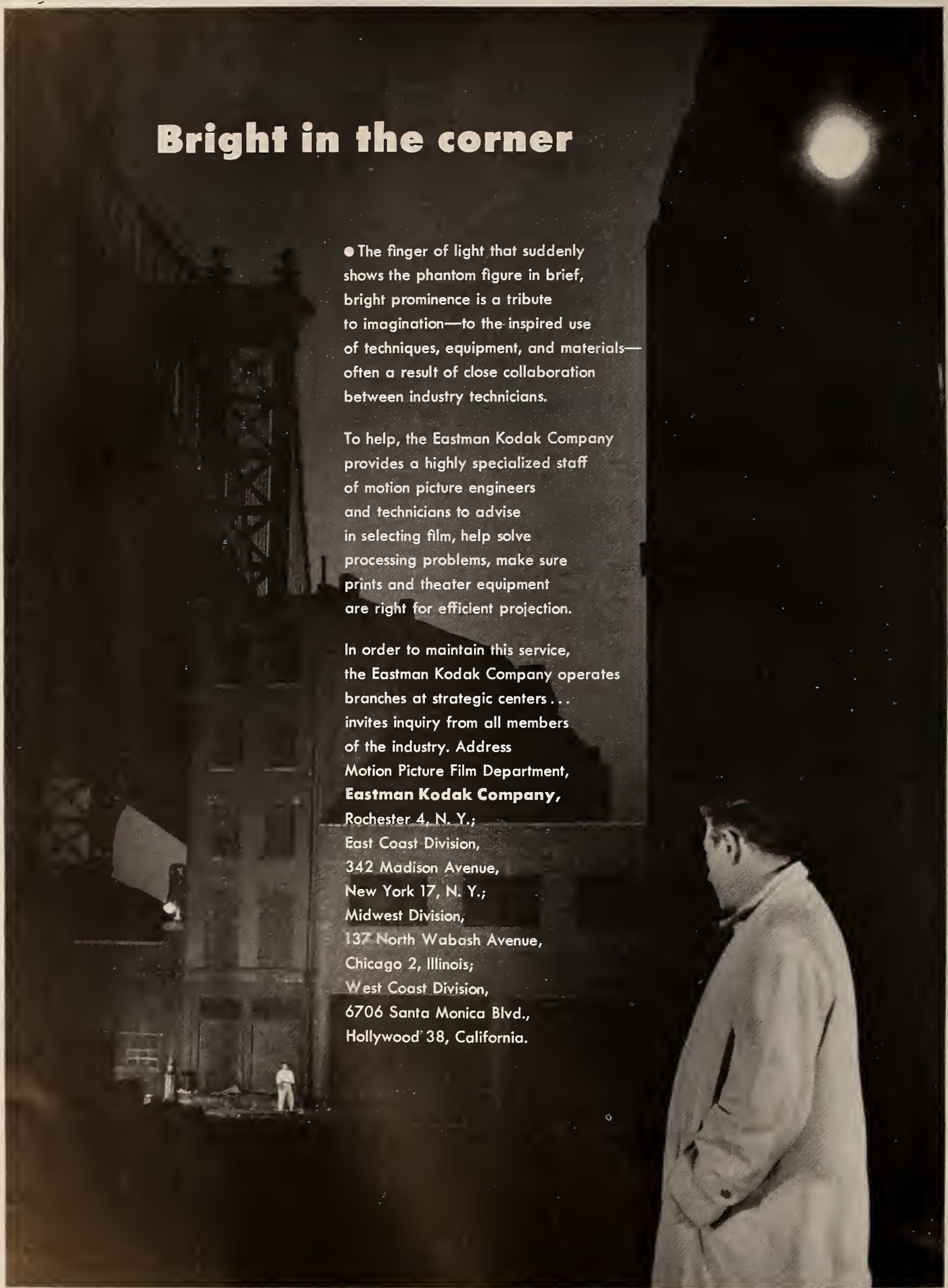
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Bright in the corner

● The finger of light that suddenly shows the phantom figure in brief, bright prominence is a tribute to imagination—to the inspired use of techniques, equipment, and materials—often a result of close collaboration between industry technicians.

To help, the Eastman Kodak Company provides a highly specialized staff of motion picture engineers and technicians to advise in selecting film, help solve processing problems, make sure prints and theater equipment are right for efficient projection.

In order to maintain this service, the Eastman Kodak Company operates branches at strategic centers . . . invites inquiry from all members of the industry. Address Motion Picture Film Department, **Eastman Kodak Company,** Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 108 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 5, 1951 TEN CENTS

$1,800,000 In Pay Raises To 'Collarites'

New 2-Year 'IA' Deals Cover 2,800 Workers

New wage contracts, half of which already have been signed, will provide 2,800 film home office and exchange "white collar" workers with pay increases totaling $1,800,000 for the next two years, Russell M. Moss, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63, reported here yesterday.

The companies which signed new pacts with the union as of yesterday are: Columbia, Universal, Warner Brothers, Republic, and a number of smaller units including the Loew's New York exchange, Moss said. The increase per week for the employes at these and other com-

(*Continued on page 4*)

'Movietime's' Dixie Tours Begin Today, Covering Wide Area

NEW ORLEANS, Dec. 4.—A cavalcade of 17 Hollywood personalities who this week are making a "Movietime U.S.A." tour of the New Orleans exchange territory will split into three units tomorrow for visits to 69 cities and towns in Louisiana, Mississippi, Southwestern Alabama and Northwest Florida on a 12-hour daily schedule.

The 17 were greeted today by the governors of Louisiana and Mississippi. The Hollywood delegation, the largest assigned to any single area in all of the "Movietime" tours spon-

(*Continued on page 2*)

Wile Is Secretary Of Ohio I. T. O.

Robert Wile has been named secretary of the Independent Theatre Owners of Ohio, it was announced yesterday by Martin G. Smith, president of the organization. Smith said the new secretary would assume his post on January 7, making his office at the organization's headquarters in Columbus.

Wile has been with Universal Pic-

(*Continued on page 4*)

20th-Fox Expands Promotion Plan For Pre-Selling

Twentieth Century-Fox's promotional "project assignment" system for pre-selling motion pictures has been expanded, it was disclosed here yesterday by Charles Einfeld, advertising - publicity vice president of the company. The plan is designed to place the advertising, exploitation and publicity of specific pictures under the individual care of the top promotional talent.



Charles Einfeld

Coordinated by Einfeld and his department-head cabinet, com-

(*Continued on page 4*)

Eastern Pa. Allied Holds Mass Meeting

PHILADELPHIA, Dec. 4.—This territory, long a hot bed of exhibitor litigation against distributors, threatened to break out into a new rash of law suits as one of the most spirited meetings in the history of Eastern Pennsylvania Allied today voted unanimously to send its president and general manager, Sidney Samuelson,

(*Continued on page 4*)

URGES TOA-ALLIED ARBITRATION MEET

Propose Plan To Speed Ad Aid for Product

Exhibitors who have been complaining that advertising aids and accessories have not been received sufficiently in advance of a picture's playdate to advertise the feature, are offered two methods of curing such situations, by George Dembow, vice-president in charge of sales, and William Brenner, vice-president of operations of National Screen Service.

Howard L. Bryant, Jr., service coordinator of the Theatre Owners of America, in a special TOA bulletin to exhibitors, passes along two alter-

(*Continued on page 2*)

Arbitration Called For at ATM Meet

DETROIT, Dec. 4.—Some form of arbitration in film rentals was advocated by Ed Johnson, president of Allied Theatres of Michigan, as business sessions of the ATM convention opened at the Hotel Book-Cadillac here today.

He told the assembled distributors, exchange managers, salesmen and

(*Continued on page 4*)

Fabian Warns If Allied 'Goes It Alone,' TOA Will Not Participate

BOSTON, Dec. 4.—Theatre Owners of America, through S. H. Fabian, its executive committee chairman, today warned Allied States Association that the two must first work out together and with other exhibitor organizations exhibition's approach to an industry-wide arbitration system or there can be no all-industry system.



S. H. Fabian

Fabian delivered this straight - from - the shoulder appeal for joint TOA-Allied efforts in behalf of arbitration in an address before the banquet meeting of the one-day convention of the Independent Exhibitors of New England, an Allied affiliate, at the Copley Plaza Hotel here, with Trueman Rembusch, Allied president, and Abram F. Myers, chairman and general counsel, present.

(*Continued on page 5*)

Views Entertainment Shows As Backbone of Theatre TV

BOSTON, Dec. 4.—A forecast that the backbone of any large-scale theatre television system will be in the field of entertainment programming was made today by Peter G. Levathes, short subjects sales manager for 20th Century-Fox, in an address before the Independent Exhibitors of New England, meeting here at the Copley Plaza.

Levathes, who called theatre TV "the most promising innovation since the advent of sound," said that it promises a gigantic box-office. A box-office, he added, "that will furnish the means of buying shows, talent, artists, special events and attractions that no single theatre could conceivably afford today."

Regarding 20th-Fox's Swiss Eidophor CBS color theatre TV system, Levathes said a demonstration will be held next month in this country for

(*Cantinued on page 6*)

SCTOA, Marcus Meet On Trade Practices

HOLLYWOOD, Dec. 4.—In a swift sequel to the telegram from Southern California Theatre Owners Association chairman Gus Metzer to Theatre Owners of America published in last Thursday's edition of Motion Picture Daily, outlining SCTOA trade practice complaints previously filed with the Department of Justice without helpful result, Phil Marcus, special assistant to the Attorney General, met

(*Cantinued an page 4*)

Fabian Points to 'Profit Plateau'

Boston, Dec. 4.—Every time the industry has been stopped by an economic upheaval it may have been forced to take one step back, but it always regrouped its forces and moved two steps forward, S. H. Fabian this evening reminded those attending the convention banquet of the Independent Exhibitors of New England.

"We have always emerged from the valley of box-office doldrums to a higher plateau of profit and security. So it is with our future. We are faced on all sides with new and aggressive forms of competition, but there are those in our industry who have the faith and confidence to believe that we are moving toward a greater and better day," Fabian declared.

Personal Mention

SPYROS SKOURAS, president of 20th Century-Fox, left here by plane for Hollywood yesterday. CHARLES EINFELD, vice-president and director of advertising and publicity, will leave by plane tomorrow. AL LICHTMAN, vice-president in charge of distribution, and MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., will leave here Sunday by plane.

•

HENRY L. NATHANSON, president of M-G-M Films in Canada; TED GOULD, general sales manager, and GARFIELD CASS, branch manager for Toronto, are due here again the latter part of this week for conferences on "Quo Vadis."

•

LEWIS SUMBERG, Albany, N. Y., attorney who is slated to become executive director of that territory's new Theatre Owners of America unit, has returned to his upstate headquarters from New York.

•

HERMAN FINKELSTEIN, ASCAP general counsel, will leave here for the Coast today with stop-overs en route, and is due back in New York in a week.

•

WILLIAM C. MACMILLEN, JR., president of Pathe Industries, returned to New York yesterday from Washington.

•

WILLIAM PERLBERG and GEORGE SEATON, producers, arrived here yesterday from the Coast.

To Speed Ad Aids

(*Continued from page* 1)

natives from Dembow and Brenner, for expediting ad aids, as follows:

"1. At the time of contracting for a picture, the exhibitor should obtain assurances from the salesman that advertising aids will be ready in time for the exhibitor to fully exploit the film.

"2. Check with the regional National Screen office with which you deal, to see whether the advertising aids are obtainable. The main office of National Screen Service sends a weekly shipping schedule to each of its regional units. This schedule indicates the dates of shipment of the various types of advertising aids from the home office in New York to the regional offices. It covers all features to be released in the not too distant future. An exhibitor can determine the status of any type of advertising aid of any picture from the local unit."

Continues Bryant: "If information is requested on a picture which is not listed on the schedule the regional NSS office will wire the home office for an explanation. Dembow also asked that any grievances against National Screen Service be brought to the attention of their home office here in New York rather than the regional office. This is to make certain that grievances will be heard."

Industry Members Afflicted with Tuberculosis are Depending on You—Sign the 1951 'Christmas Salute' to the Variety Clubs—Will Rogers Memorial Hospital.

Griffis, Schwartz And Others in Film Stock Trades

WASHINGTON, Dec. 4. — Stanton Griffis has sold all 500 shares of Paramount Pictures common in the W. E. Griffis Trust, he has reported to the Securities and Excange Commission. He still owns 2,000 in his own name and 1,000 in the F. Griffis Trust.

The latest SEC report on trading in film company stocks by officers and directors also listed official announcement of Howard Hughes' recent heavy purchase of RKO Pictures common, bringing his total to 1,013,420 shares at the end of October, and of Decca record's acquisition of 237,500 shares of Universal common, plus warrants for another 32,500 shares.

A September report that Sol A. Schwartz had bought 500 shares of RKO Pictures common, boosting his holdings to 1,000 shares, was corrected to indicate the purchases were of RKO Theatres common. William J. Wardall was also reported to have bought 500 shares of RKO Theatres common. Leland Hayward told the Commission he owned no RKO Theatres stock when he became a director on Oct. 11.

Montague gave away 500 shares of Columbia common, but still owns 6,177 shares and warrants for 10,426 more.

Harry M. Warner gave away 1,350 shares of Warner common, and still holds 250,600 in his own name and 16,000 through trust accounts. Jack Warner made four gifts totalling 4,500 shares, dropping his holdings to 409,948 shares in his own name, plus 21,500 through trust accounts.

Arthur C. Bromberg sold in two batches a total of 6,632 shares of Monogram common, held by Monogram Southern Exchanges, Inc., which he controls. He still own 1,086 shares in his own name and 10,040 through the company.

Joseph E. McMahon sold his entire holdings of Republic common, some 400 shares. He still owns 300 preferred shares. Alfred E. Daff reported selling his entire holdings of 2,000 shares of Universal common, but still holds 100 shares of the firm's cumulative preferred.

Ask to Re-Argue Allentown Case

Distributor defendants in the Milgram Boulevard Drive-In case will petition the U. S. Circuit Court of Appeals at Philadelphia for permission to reargue the case.

If the defendants' petition is denied, application will be made to the U. S. Supreme Court for a review, it was stated.

The Circuit Court in late October upheld a District Court decision finding the defendants guilty of a conspiracy to deny first-run product to the Boulevard Drive-In at Allentown, Pa. The minority opinion of the Circuit Court pointed out that, if upheld, the decision could revolutionize the industry's methods of doing business by forcing the sale of first-run product not only to drive-ins but to any adequate subsequent-run theatre, regardless of location.

$90,000 Asked By Malitz in Suit Vs. Schoenstadt

CHICAGO, Dec. 4.—Suit for $90,000 ($30,000 tripled) was filed in Federal District Court here today by attorney Seymour Simon against Schoenstadt Theatres and all major film companies except Universal, on behalf of Bernard Malitz who formerly operated the Midtown Theatre which is now closed. Damages are being sought for an alleged conspiracy among the defendants to prevent the Midtown from playing pictures day-and-date with the Schoenstadt circuit's Radio Theatre between Sept., 1947 and April, 1950.

RKO Moves for Dismissal In Star View Litigation

CHICAGO, Dec. 4.—RKO Distributing Corp. has filed a motion for a summary judgement asking that the charge against RKO in the Star View Outdoor Theatre case be dismissed on the grounds that they did not participate in the alleged conspiracy to prevent the Star View from playing first-run pictures or from playing pictures immediately following the Balaban and Katz theatres in Elgin, Ill. Seymour Simon, attorney for the plaintiff, who has been given until Dec. 27 to file an answer to the RKO motion, alleges that "White Tower," an RKO release, was licensed to B. and K. for less than the Star View offered to pay for it and that therefore the charge against RKO is valid and should not be dismissed.

Dismissal of Conspiracy Charge Asked by Chicago Drive-ins

CHICAGO, Dec. 4. — Attorneys for the Chicago drive-ins named in the Federal suit charging them with a price-fixing conspiracy are asking that the case be dismissed. Their briefs must be filed by Jan. 2 after which the Government will be given an opportunity to file replies. Oral arguments are scheduled to be heard April 6.

New 'Movietime' Ad Campaign Initiated

Council of Motion Picture Organizations plans for continuation of the public relations phase of the "Movietime U.S.A." campaign through a new series of newspaper advertisements were taken under consideration yesterday at a meeting here of the advertising-publicity directors committee of the Motion Picture Association of America. The plans were outlined by Arthur L. Mayer, COMPO executive vice-president.

Moclair, Miller to Absorb Roxy Post

The present house managers of the New York Roxy, William Moclair and William Miller, are expected to absorb the functions of managing director David T. Katz when he steps up as executive director on Jan. 1.

Katz will succeed A. J. Balaban, who will resign as executive director, effective Jan. 1.

Newsreel Parade

A REPORT from Korea and the Big Four talks are currently highlighted in the newsreels. Other items include President Truman at Key West and sports. Complete contents follow:

MOVIETONE NEWS, No. 98—Korea. Ten years after Pearl Harbor. Italian floods reach crest. Korean vets see U.N. in action. "GI's," Reds guard Nazis. Hollywood greets Santa Claus. Army-Navy football classic.

NEWS OF THE DAY, No. 228—Winter comes to Korea. U.N. hails Korean heroes. Thailand King back on throne. Drama at Berlin prison. Truman lectures press. Army-Navy game.

PARAMOUNT NEWS, No. 31—Berchtesgaden today. Busy hours in Key West. Operation Electric at Niagara. Big Four tackle arms issue in meeting in Paris. Army-Navy football.

TELENEWS DIGEST, No. 49A—Korean peace talks proceed. Aliens join U.S. forces. Nazi prisoners. Canada harnesses Niagara. German ads beamed in sky. California fairyland for children. Army-Navy.

UNIVERSAL NEWS, No. 514—Buffer zone set in Korea. Pearl Harbor Day. Oldest Marine retires. Santa Claus in Hollywood. Football highlights: Notre Dame-USC; Army-Navy.

WARNER PATHE NEWS, No. 33—Korea. Top Nazis' homes demolished. Wonder drug works miracles in barnyard. Truman and Wilson confer at Key West on production. Big Four talk disarmament. Niagara power plant. Army-Navy classic.

Interrogatories Halt U. S. Suit vs. UA, U

Pending a decision on interrogatories, hearings have been postponed on the government's suit against United Artists and Universal seeking to prohibit any officer or agent of either company from serving as an agent for a competing firm. The suit also seeks to force UA to put up for sale the distribution rights it acquired from Eagle Lion Classics.

Dixie Tours Begin

(*Continued from page* 1)

sored by the Council of Motion Picture Organizations, received Louisiana Governor Earl Long's official welcome at Baton Rouge. Following a luncheon the troupe flew to Jackson, Miss., where Gov. Fielding Wright and Governor-elect Hugh White joined with exhibitors and citizens this evening on the Capitol lawn. A dinner followed at the Heidelberg Hotel in Jackson.

Universal Acquires 3 More from Rank

Universal Pictures will handle the American distribution of three recently-completed J. Arthur Rank Productions.

They are "The Man in the White Suit," starring Alec Guinness, Joan Greenwood and Cecil Parker and produced by Michael Balcon; "Appointment with Venus," starring David Niven and Glynis Johns and produced by Betty E. Box, and "White Corridors," starring Googie Withers, James Donald, Godfrey Tearle and Petula Clark and produced by Joseph Janni and John Croydon.

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Some say that women decide which movie to go to!



Some say that men choose the pictures!



But here's the picture that everybody wants to see!

M-G-M's "WESTWARD THE WOMEN"

TWO HUNDRED WOMEN ON A PERILOUS TREK ACROSS INDIAN-RAVAGED WILDERNESS!...



SOME WERE LONESOME . . . longing for the men who waited at journey's end!



SOME WERE FEARLESS . . . battling blinding storms and raging floods!



SOME WERE PRIMITIVE . . . struggling only to stay alive in the wilderness!



SOME WERE HARD . . . not caring whom they hurt, whom they loved!

M-G-M presents

WESTWARD THE WOMEN

STARRING

ROBERT TAYLOR · DENISE DARCEL

WITH HOPE EMERSON · JOHN McINTIRE

Directed by WILLIAM A. WELLMAN · Produced by DORE SCHARY

Screen Play by CHARLES SCHNEE

Story by FRANK CAPRA

AN M-G-M PICTURE

Above: One of the newspaper ads

FIRST 4 TOWNS

(Rochester, Syracuse, N. Y., Norfolk, Richmond, Va.)

SAY: "IT'S TERRIFIC!"

HIT!



"QUO VADIS" FLASH!

Los Angeles now joins the parade of record-breaking cities. M-G-M's Greatest Picture of All Time continues to set new all-time records nationwide!

Simonelli Elected New Chairman Of MPAA Ad Unit

Charles F. Simonelli, manager of Universal's Eastern advertising-publicity department, yesterday was elected chairman for the next six months of the advertising-publicity directors committee of the Motion Picture Association of America. He succeeds S. Barret McCormick, advertising director of RKO Pictures, who held the post for two successive terms.

At its meeting yesterday the MPAA committee unanimously passed a resolution thanking McCormick "for an outstanding job during his tenure as chairman, thus importantly assisting the committee in its contributions toward the success of the 'Movietime' campaign."

'Collarites' Raises

(*Continued from page* 1)

panies yet to sign will average $6.25 or 11½ per cent, he reported.

Moss said that by mid-January the following additional units will have signed with the union: RKO Pictures, RKO Service and 20th Century-Fox home offices and United Artists, 20th-Fox and Monogram exchanges.

Earlier this year the local concluded pacts with the Paramount and Paramount International home offices and a number of music companies owned by film firms. It also represents film laboratory "white collar" workers.

Moss said plans are being made in the local to standardize the classifications and agreements of all of its contracts to enable bargaining on an industry-wide basis in the fall of 1953. The film companies also are understood to be anxious to negotiate "white collar" contracts on an industry rather than on a company basis for reasons of convenience and strategy. Industry-negotiated contracts, distribution spokesmen explain, will mean that no one company can be "put in the dog house" for agreeing to wage raises that set a "pattern" for negotiations with other companies. The companies which just signed new pacts with H-63 have set the "pattern" for negotiations with those which are expected to sign by mid-January.

The latter units were won recently by H-63 in National Labor Relations Board-sponsored elections.

20th Century-Fox Project

(*Continued from page* 1)

posed of Stirling Silliphant, publicity; Rodney Bush, exploitation, and Alex Moss, advertising, the plan calls for extending the technique the company has been using of assigning top men, months in advance of release, to follow through on all promotion facets toward a maximum pre-opening publicity penetration throughout the country.

These "project officers" will begin their work far ahead of an opening, aiding in the formulation of the basic campaign and subsequently traveling throughout the country to obtain penetration at the local level.

The expanded operation, which can be likened to the account executive methods in the ad agency field, was first tested in the campaigns for "The Black Rose," "Bird of Paradise" and "David and Bathsheba," where a special events and promotion unit within the department concentrated on the national promotion campaign.

Since then a number of other 20th-Fox films have been aided by the project system. Among these were "The Day the Earth Stood Still," with which Moss was associated; "Fixed Bayonets," for which Leo Pillot is now on tour with Captain Raymond Harvey, Congressional Medal of Honor winner and technical adviser for the Korean war story; "Broken Arrow," with Ben Washer as project officer; "No Way Out," with Ed Harrison and Billy Rowe doing special organizational publicity, and the Francis X. Bushman tour for "David and Bathsheba," handled by Irving Rubine.

Blake McVeigh, former head of Paramount studio publicity, will tour the country with the Australian beauty contest winner, Loretta North, in behalf of "Kangaroo," following which he will move on "The Pride of St. Louis," which stars Dan Dailey as Dizzy Dean. Washer will also be assigned to another film yet to be announced.

ATM Meet

(*Continued from page* 1)

bookers present of the difficulties which some theatres have in waiting for weeks or even months for a picture which a nearby theatre has shown. "Some form of arbitration will be necessary," he said, "to give everyone a break."

Film Clinic Held

During the film clinic, Max Gealer of ATM advocated closer relationships between merchants and exhibitors; more cooperation was urged in promotion, window displays and mutual merchandising efforts. Harold Bernstein, Bay City exhibitor, urged greater care in booking so that good pictures might be teamed instead of having the benefits of one good presentation ruined by a poor teammate. Speaking from the viewpoint of a booking agent, Floyd Chrysler said exhibitors should analyze pictures on the basis of the requirements of their own community or neighborhood. "The best picture in the world for one area can draw a near blank in a different district," he said. "It is up to the exhibitor to know his audience and their desires as reflected at the box office. He must know their likes, their prejudices and their taboos."

SCTOA, Marcus Meet

(*Continued from page* 1)

today with the SCTOA board in the conference room at the Federal Building here.

Following the meeting, SCTOA issued a lengthy news release consisting chiefly of recapitulation of the complaints previously made but with special emphasis on pre-release methods which, it is understood Marcus agreed, have no parallel elsewhere in the country. Marcus leaves tomorrow to report to his superiors on his findings.

Penna. Allied

(*Continued from page* 1)

to confer with distributors and the Department of Justice in an effort to halt alleged discrimination against independent exhibitors.

45 Attended

The meeting attended by some 45 exhibitors, many from outlying territories, also scored the outbreak of advanced admission priced pictures and directed the board of governors to take action against the forcing of increased admissions. The decision to send Samuelson to New York and Washington followed notice by a prominent motion picture attorney that he was prepared to file actions on behalf of several exhibitors, charging violation of the industry decree which prohibits discriminatory film pricing.

The meeting passed a resolution that the organization go on record as being against forced increased admission prices and directing the board of governors to "implement their decision." Named in the resolution were "David and Bathsheba," "A Streetcar Named Desire" and "I Want You." It was also directed that copies of the resolution be sent to the local exchanges and home offices of 20th Century-Fox, Warners, RKO and the Samuel Goldwyn organization.

Samuelson announced that the board of governors will meet later this month or early in January. The question of reinstatement in National Allied, it is expected, will be taken up at that time. Samuelson, however, refused to comment on this, saying that whatever decision is made, if any, will be forthcoming after the board meeting.

Wile Is Secretary

(*Continued from page* 1)

tures for the past nine years in various advertising, publicity and promotion posts. In his new job he succeeds the late P. J. (Pete) Wood, who was Ohio ITO secretary for 27 years until his death earlier this year.

Wile entered the industry in 1932 after working on several newspapers including the old *New York American.* He operated the Granada Theatre at Pearl River, N. Y.; was the first Eastern editor of *Box Office;* managing editor of *Showmen's Trade Review* and prior to joining Universal, he was editor of *Manager's Round Table* of *Motion Picture Herald.*

Arbitration Meet After the New Year

Boston, Dec. 4.—An off-the-record talk on the arbitration plan that will be proposed to the industry by National Allied was given at the meet here today of the Independent Exhibitors of New England by Abram F. Myers, general counsel of Allied. The plan won't actually be proposed until after the new year, when Trueman Rembusch, Allied head, will have a committee assembled.

AMPA'S SALUTE TO BOB WEITMAN

On the occasion of its 35th Anniversary

AMPA

is proud to salute Robert M. Weitman, managing director of the Paramount Theatre, on the occasion of *his* 25th Anniversary.

Thursday, December 6th

Georgian Room, Hotel Piccadilly

12:30 P.M.



TOA-Allied

(Continued from page 1)

TOA, Fabian said, will expect that the distributors will receive Allied suggestions and recommendations for arbitration in the same spirit in which they previously received TOA's, namely, willingness to listen combined with refusal to sit across the table on the formal negotiations leading to an arbitration system until all segments of exhibition are represented.

"Now that national Allied has approved formally the principle of arbitration at their recent convention in New York, we understand that they want no consultation with other exhibitor groups before they present their program to distribution. They say they want to go it alone. TOA could have done that years ago, if we wanted to close our eyes on industry harmony," Fabian declared.

No One Can 'Go It' Alone

"There is no organization or individual in the motion picture industry today who can go it alone," he said.

"TOA expects," he continued, "that officials of production and distribution will afford other exhibitor organizations, particularly national Allied, the same opportunity that we had in discussing the problems of arbitration, but that these same officials will tell other exhibitor organizations that they will not sit down to negotiate any formal system of arbitration until all elements of exhibition are adequately represented."

He said TOA will not accept any "tailor-made or spoon-fed" plan for an arbitration system. "We will not be drawn into negotiation in the middle or at the end. We speak for too large a segment of the motion picture exhibitors of America not to be included at the very inception of any discussion relating to the development of an equitable system of arbitration," he said.

Fabian said that TOA is prepared to accept the majority conclusion of distributors and exhibitors on arbitration, that its motives are "unselfish and progresive," and that "we believe that exhibition should help to underwrite its fair share of the cost of arbitration." TOA wants, he added, "no subsidized decisions any more than we should ask distribution to carry the whole load."

Samuel Pinanski, former TOA president, and Mitchell Wolfson, present president, "both have made earnest entreaties to Allied to appoint a committee of representative leaders in their association to sit down with a TOA committee to work out the details of co-operation," Fabian said.

"We have not created a charter or plan for arbitration that would bear the TOA stamp to the exclusion of any others. We have tried at all times to give evidence of a self-enlightened viewpoint—eager to share and to incorporate the thinking of all segments of the industry."

Fabian cited the program of arbitration as "a good example" of the way the industry segments at times "turn away from each other when the need is greatest for working together." He said the industry has a need for a system of swift and uncostly relief in resolving its problems. "And we have frittered away our time and substance in trying to achieve it," he added.

Other speakers at the regular convention session which preceded the banquet included Rembusch, Myers, Max Youngstein, United Artists; Wade Jones of New England Confectioners Co.; Peter Levathes, 20th-Fox; Jack Jackson of National Screen; Leon Bamberger, RKO Pictures, and Henderson M. Richey, M-G-M. Norman C. Glassman, president of the Independent Exhibitors, presided.

Fabian spoke also of "an unwholesome dissipation of product" through wholesale moving up of clearance and runs, and hit the "uneconomic use of competitive bidding." He said "progress is stymied whenever exhibition spends more time moaning over bad box office than working out new ways to attract new patrons."

He said unity is today a greater imperative than at any time in industry history. He appraised "Movietime USA" as a "definite 'plus,'" and cited the "shift from a bad press to a good press" when the industry joined forces in that campaign. The star tours, Fabian added, represented "one of the finest concentrated jobs of sound public relations that we have witnessed in many a year."

Fabian urged industry-wide cooperation on "our upcoming plans for seeking exclusive channels for theatre television from the Federal Communications Commission." He also pleaded for support of the National Exhibitors Theatre Television Committee, of which he is chairman. He urged them to give their minds, hearts and money to the work of the NETTC.

Glassman called upon the Allied unit to endorse and support the Council of Motion Picture Organizations morally and financially. He praised TOA for "fast becoming a simon-pure exhibitor organization." He said he was "very happy to read today that TOA is a genuine, aggressive exhibitor association using the same battle cry that Allied has used for years. It is no paradox that today two aggressive theatre associations, both TOA and Allied, are shouting loud and vociferously about trade practices that plague all exhibitors."

Glassman called for a convention resolution endorsement of national Allied's stand on arbitration and told the convention that distributors have admitted certain pictures were incorrectly sold "because the guaranteed profit of 10 per cent has been withdrawn when it was found that the exhibitor got more out of the picture than the distributor, even though the terms were 70 per cent to the distributor and 30 per cent to the exhibitor."

Bamberger told the convention that the film business "has at last turned the corner and we are operating now in the period likened to dawn. The upbeat at the box-office has started. . . . There is no such thing as standing still. You are on your way up or down. You can't coast."

The United Artists set-up was described by Youngstein, and Jack Jackson spoke on the problem of getting customers back into the theatres, citing advertising used by the major companies as examples.

Rembusch Speech Highlight

Rembusch's speech was one of the highlights of the meet. He stated that "Today exhibition is faced with a new distributor grab, the illegal fixing of admission prices through the subterfuge of the so-called pre-releasing of pictures. It saw the light of day in Paramount's 'Samson and Delilah' and Fox brought it out in 'David and Bathsheba.' Now M-G-M is not only using this device to illegally fix admission prices on 'Quo Vadis,' but it has added to it a sales policy that will create nationwide bidding on this picture, which bidding will result in new clearances and zones being created." He then quoted M-G-M's advertised sales policy and warned "if you exhibitors don't understand this, I warn you that if M-G-M is allowed to get away with this policy on 'Quo Vadis' it will wreck exhibition nationally."

Later, Mike Simons, who did not speak at the meeting, rose from the audience and said "I work for a small company that's been in business for a year or two, during which time we have never taken an advantage of an exhibitor in film rentals. If we continue in business for 25 or 30 more years, our company's policy will not change." Then he sat down. More than 200 attended the business meeting and banquet.

Loew's Is Cited for Civil Defense Plans

The Loew's-MGM home office building, New York, has been cited by Civil Defense officials as one of the best organized in the entire Metropolitan area, under the supervision of Benjamin Fielding, Harry Bernstein, and George Maurer. A three-day supply of food, medicine, water and other necessities have been stored against the demands of a real raid, should it come.

In cooperation with the Department of Civil Defense, Loew's Oscar A. Doob and Ernie Emerling have prepared a special instructions folder which has been given to every employee. It illustrates what each employee is to do in case of an emergency.

TOA Meeting Set For Albany Today To Draft Plans

ALBANY, N. Y., Dec. 4.—A meeting to draft preliminary plans for the reactivation of the Albany unit of the Theatre Owners of America will be held tomorrow afternoon in the offices of temporary chairman Harry Lamont. Attorney Lewis Sumberg, who is to be executive director and who just spent a week in New York; Saul J. Ullman, upstate general manager for Fabian; Sidney Dwore, Schenectady exhibitor, and Julius Perlmutter, Watervliet-Lake George operator, are among those who will attend.

Decision will be made on whether the meeting scheduled here for Dec. 17, with S. H. Fabian and Gael Sullivan as principal speakers, is to be a luncheon or an afternoon session in the Ten Eyck Hotel.

An effort to enlist the cooperation of all circuits as well as independents is being made.

Proposes Parking Space for Patrons

Cleveland, Dec. 4.—If an ordinance presented to the City Council by the City Planning Commission goes through, building permits for any new theatre construction or construction of additions to present structures would be contingent upon providing parking space for one car for every six theatre seats. This is a proposed solution to parking problems, and a move to make off-street parking compulsory.

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TV PILOT FILMS
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If your holdings include properties connected with the motion picture field, why not protect your dependents by appointing Bank of America Executor and Trustee in your will? A Bank of America Trust Officer will be glad to talk it over with you. Just phone the Trust Department, Madison 6-7244; or write 660 South Spring Street, Los Angeles.

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Industry Meeting On Television to Be Held Here Friday

WASHINGTON, Dec. 4.—A meeting of representatives of the Motion Picture Association of America and the Theatre Owners of America on theatre television will be held in New York on Friday. Allied States Association has also been invited to attend. Allied did not attend the last TOA-MPAA meet.

Engineers and attorneys for the two groups will meet in the morning to discuss the industry's bid to the Federal Communications Commission for exclusive theatre TV frequencies. In the afternoon, the theatre television committees of the MPAA and the TOA will meet with engineers and attorneys to go over the plans for presenting the industry's case to the FCC.

Plan for FCC Hearings

The meeting will have before it a plan to ask the FCC to include in the coming hearings the question of whether theatre television should be classified as an "industrial service" and share in frequencies assigned to industrial services. The idea would be for the industry to say, "We'd like exclusive frequencies, but if that's not possible, we'd rather share the industrial frequencies than have nothing." Twentieth Century-Fox has already asked the Commission to have this issue included in the hearings, and the idea is for the MPAA and TOA to file a similar request.

The meeting will also discuss whether to appeal the National Production Authority's decision to ban commercial production of color theatre television equipment. Some industry officials argue that exhibitors are going to buy large-screen TV equipment anyhow, whether it's black-and-white or color, and that color equipment therefore would not use any more scarce materials than would black-and-white systems.

Theatre TV Shows

(*Continued from page* 1)

the first time. He painted a glowing picture of what was seen at the recent demonstration in Zurich, Switzerland.

On programming, he envisioned a regional network of theatres with studios in central locations. He said the assurance of delivering paid admissions will attract outstanding entertainment programs to theatre TV, programs which no advertiser could possibly underwrite. "Every small town in New England that has a theatre can bring in an opening night of a hit play. Broadway will come to Main Street," Levathes predicted.

Other channels opened up to theatre TV by the advent of Eidophor, Lavathes declared is the possibility of developing regional news shows for theatres, the development of regional talent and the exploitation of so-called "non-entertainment" media, allowing a theatre to take a more active role in the local affairs of the community. The public service opportunities, Levathes declared, are enormous.

TV Film Producers Unit

HOLLYWOOD, Dec. 4.—Offices for the Alliance of Television Film Producers, a new organization representing 11 Hollywood video film firms, have been set up here.

Television--Radio

Comment and Opinion

THE fact that the living room is no longer the chief point of radio listening should not come as any great surprise to the networks which are certainly aware of television's impact on its sister medium. However, the findings of a recent survey, conducted by the American Research Bureau and sponsored by NBC and CBS, are revealing in that they may indicate to some that radio has been under-sold.

The poll found that in television homes a full 77 per cent of radio listening was being done on "secondary" sets away from the living room, with the majority of the morning audience tuning in in the kitchen. The study proved that radio-only homes have more living room radios than homes equipped with both radio and television but that radio-TV apartments have more radio sets than those where all entertainment stems from the television set alone.

And some more statistics became available this week. Production of radio sets dropped to 10,953,201 during the first ten months of this year, compared to 11,974,300 in 1950, according to the Radio-Television Manufacturers Association. TV set output took a nose-dive too.

☆ ☆ ☆

"The NARTB Code, though not new, is television's declaration of independence—a declaration that points up the fact that the industry is completely capable of handling its responsibilities to the community—the television audience." That's what James I. Caddigan, director of programming and promotion for DuMont, told the American Television Society recently. He said the TV industry was fortunate in being able to draw on the past experience of allied industries.

Any consistent viewer of the Milton Berle television show, for instance, is bound to come up with the question: It looks good on paper, but who is going to enforce it? With the Code all but adopted, Berle still doesn't seem to have heard of it!

☆ ☆ ☆

Television stole the headlines at NBC's Boca Raton convention even though NBC's president, Joseph H. McConnell, promised that the network would sell radio "harder, program it better and merchandise it to an extent no other network has ever undertaken."

The announcement that NBC-TV will add 25 program hours a week to its present schedule by expanding its operations into the morning hours will be noted with interest by the other networks which will have to follow suit eventually. The statement that advertisers will spend about $30,000,000 during the next year on NBC's own package programs alone, gives an indication of the growth of TV.

☆ ☆ ☆

The March of Time's "Crusade in the Pacific," sequel to "Crusade in Europe," has the appeal of old newsreels but lacks conspicuously in the organization and skillful integration that characterized "Crusade." Here is a valuable lesson for the broadcasters and a valid argument in favor of special TV programming. Going on the apparent theory that anything is good enough for the TV audience, the MOT now is planning another film series, this one on historic events in the world of sports. That promises to be a dull show. Television needs desperately to strike out on its own and create its own particular format. And that end is not being served by stringing together old newsreel shots.

☆ ☆ ☆

Whenever television puts on dramatic shows designed to meet its requirements, the results are gratifying. The Schlitz Playhouse of Stars over CBS-TV is a good example. Last week it presented "Two Living, One Dead," starring Walter Hampden and Fay Bainter. It was a thoroughly entertaining program and the story was brought to its proper climax within the one-hour format.

Too often, plays and movies are adapted, however, and "telescoped" into the designed time slot. Inevitably, the program quality suffers. Eventually, television will learn to depend on and demand material created with its limitations in mind.

FRED HIFT

Mr. Exhibitor—Are You Doing All You Can on the 1951 'Christmas Salute' to the Variety Clubs-Will Rogers Hospital?

"Help Care for Our Own"—Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital.

'IA' Drive Makes Further Inroads Into Video, Radio

The organizing drive of the new radio and television department of the IATSE has made further headway with a victroy over the National Association of Broadcast Engineers and Technicians in a National Labor Relations Board election involving radio and TV sound-effects technicians of American Broadcasting Co. Richard F. Walsh, "IA" president, personally heads the department.

"IA" headquarters reported here yesterday that the technicians voted for the AFL affiliate "with only one dissenting vote." NABET is affiliated with CIO.

In granting the "IA's" petition for an election to determine the technicians' bargaining agent, the NLRB rejected NABET's contention that the sound-effects technicians should be merged into an existing unit of engineers.

SaysFinneganDidn't Help Zenith Much

ST. LOUIS, Dec. 4.—Attorney Burton K. Wheeler, former U. S. Senator from Montana and presently representing Zenith Radio Corp. in Washington, said today he thought former Internal Revenue collector James P. Finnegan had little to do with Zenith getting films for their Phonevision test.

In Wheeler's opinion, Finnegan is like a lot of people in Washington who "claim to have influence but don't." Wheeler said that films were made available for the test after Wheeler's law firm, on behalf of Zenith, filed a complaint with the anti-trust division of the Justice Department. The complaint came about through the "concerted denial" by film companies to make film available.

Film industry representatives from New York have been subpoenaed to appear before a Federal Grand Jury here Wednesday and Thursday in an inquiry into the $50,000 fee received by Finnegan from Zenith.

Eidophor TV Test To 73 FWC Houses

HOLLYWOOD, Dec. 4.—Seventy-three Fox West Coast theatres aggregating 113,052 seating capacity have been designated for grouping in the first use of the Eidophor television system, within eighteen months, president Charles Skouras told a news conference today. In addition to stage show productions telecast by coaxial cable direct to theatres, sports and musical events, stage plays and opera will be furnished on occasion as supplemental to the feature picture, he said. Skouras conjectured that this development, which he regards as necessary to compete with television, eventually will do away altogether with "B" pictures.

Simonelli, Gerard West

Charles Simonelli, manager of the Eastern advertising and publicity department of Universal Pictures, and Philip Gerard, Eastern publicity manager, will leave New York today for Hollywood.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 109 NEW YORK, U. S. A., THURSDAY, DECEMBER 6, 1951 TEN CENTS

JOHNSTON TO SEEK REVENUE OVERSEAS

Theatre Video Lines for 22 Cities Eased

Ten More Cities in '52 To Be Added to Bell Net

The growing expansion of coaxial and radio relay facilities now makes it possible for theatre television to join a 22-city network without "too much trouble" in obtaining line clearances, a spokesman for the American Telephone and Telegraph Co. discloses.

Clearances for the 22 cities, stretching from Boston to Richmond, Va., and across to Denver, could be procured from A. T. & T. within a reasonable time, varying from a few days to a week, the spokesman claimed. The multiplicity of facilities in the East and Midwest, with the exception of Dayton and Cincinnati, was credited for the brighter line situation for occasional users such as theatres.

The largest theatre TV network

(*Continued on page 3*)

7 to Steer Albany TOA Reactivation

ALBANY, N. Y., Dec. 5.—A temporary board of seven directors was named at a preliminary organization meeting for the reactivation of the Albany unit of the Theatre Owners of America, held in the offices of Harry Lamont here today.

The unit will function until a regular board, possibly of 11, is chosen at a luncheon-meeting in the Ten Eyck Hotel here Dec. 17 and at a similar session in the Woodruff Hotel, Water-

(*Continued on page 2*)

Partmar Petition Is Again Denied

WASHINGTON, Dec. 5.—The Federal Communications Commission today turned down another attempt by Partmar and four other companies to intervene in the upcoming FCC hearings on the proposed merger between United Paramount Theatres and American Broadcasting Co.

FCC Commissioner George Sterling originally denied the intervention appeal, and the companies—four of

(*Continued on page 3*)

Spirited Fight Seen For RKO Theatres' Board Posts Today

A spirited proxy battle for places on and a majority of the RKO Theatres board of directors will be waged at the company's first annual meeting of stockholders in Dover, Del., today.

Both Sol A. Schwartz, RKO Theatres president, and David J. Greene, investment broker who is leading an opposition move and proxy fight against the present board and management, declined yesterday to give any indication of the number of proxies each side has lined up for today's meeting. They explained that proxies could be revoked up to the time of the meeting and that any estimate given in advance might not reflect the correct situation at meeting time.

However, a costly campaign has been waged by both sides for proxies during the past month. Management probably will be backed by a much larger total number but the cumulative voting system which will be in

(*Continued on page 3*)

StockholdersReelect RKO Pictures Board

The first annual meeting of stockholders of RKO Pictures was held yesterday at the company's corporate office in Dover, Del., where all present directors were reelected. They are: Ned E. Depinet, Noah Dietrich, Howard R. Hughes, Francis J. O'Hara, Jr., and J. Miller Walker. Stockholders also appointed Price, Waterhouse and Co. as independent auditors of the corporation for 1951. "There were represented at the meeting approximately 73 per cent of the shares entitled to vote," said Depinet.

The directors will set a date later for a meeting to elect officers.

Additional Hearings On Drive-in Code

MILWAUKEE, Dec. 5. — The State Industrial Commission has set Dec. 11, at Superior, and Dec. 12, at Eau Claire, for additional hearings on the proposed state code for drive-in theatres, which was suggested some time ago by Allied Theatres of Wisconsin. Hearings are being held throughout the state and both drive-in and regular theatre operators are attending. Hearings were held in Milwaukee on Nov. 6, with Ben Marcus and Harold Pearson, president and executive secretary of Wisconsin Allied respectively, present. Russell Leddy attended a

(*Continued on page 2*)

NYC Can Levy 5% Admission Tax Now

Albany, N. Y., Dec. 5—No legislative action would be necessary for New York or any other city or county in the state to levy an admission tax of not more than five per cent, according to information available at the Capitol today. They possess the power to levy such an impost under bills approved in 1947 and 1948.

Cities of less than 25,000 were restricted from enacting such an ordinance up to July 1, 1951, but a measure extending this prohibition until July 1, 1952 was killed at the last session.

Finnegan Unknown To N.Y. Film Men

ST. LOUIS, Dec. 5.—The Federal Grand Jury investigating the official conduct of former internal revenue collector James P. Finnegan heard two film company executives, Paul Raibourn of Paramount Pictures Corp. and J. Robert Rubin of Loew's, Inc., here today.

In an interview prior to his appearance before the grand jury, Raibourn said "Neither I nor anyone else in this company had any contact with Finnegan in this Zenith matter." Raibourn said they (his company) did not know what this was all about, that "the way

(*Continued on page 2*)

Industry Executives At Weitman Tribute

The industry here will pay tribute today to Robert Weitman, managing director of the New York Paramount Theatre, on the occasion of the theatre's 25th anniversary, at a luncheon to be given at the Hotel Piccadilly in a "salute" by the Associated Motion Picture Advertisers. Harry K. McWilliams, AMPA president, will preside at the luncheon, which will also mark the organization's 35th anniversary. Maurice Bergman will be the principal speaker.

Among those invited expected on the dais are Barney Balaban, Sam

(*Continued on page 3*)

Will Embark Jan. 15 on Trips Tied to MPAA's Foreign Market Efforts

In line with Motion Picture Association of America plans to intensify efforts toward securing increased revenue from overseas markets and to combat threatened foreign currency restrictions and film quotas, Eric A. Johnston, MPAA president, will visit in 1952 a score of South American, Oriental and European countries for conferences with government and industry leaders, he reported here yesterday following his first meeting with the Association board since his resignation Dec. 1 as Economic Stabilization Administrator.



Eric Johnston

Johnston said he will leave Jan. 15 for South America in company with Joyce O'Hara, MPAA vice-president, and Joachim Richard, MPAA representative for that continent. Their trip, which will last for three or four weeks, will take in Argentina, Brazil, Venezuela, Uruguay, Peru, Ecuador, and other countries.

Next on Johnston's travel schedule will be the Orient for which he will leave in the spring. On this trip he will visit Japan, the Philippines, Australia and other Eastern nations where, he pointed out, the major problem for the American film companies is frozen currencies. He also expects to

(*Continued on page 3*)

To Liquidate MPEA In 1952: Johnston

Irving M. Maas, Motion Picture Export Association vice-president and general manager, will leave his post Jan. 1, and thereafter the MPEA will be liquidated as an operating vehicle but will be retained for the legal functions called for under the Webb-Pomerene Act, Eric A. Johnston, president of the Motion Picture Association of America, reported here yesterday.

The liquidation of the MPAA overseas operations will be a gradual process during 1952, Johnston said. Its

(*Continued on page 3*)

Local 230 Chalks Up New Winnings

AFL's Sign Pictorial and Display Union Local No. 230 counted yesterday as a "big day" in its drive to organize film industry publicists.

The union won an NLRB-sponsored election at RKO Service Corp.'s home office, and secured a date—Dec. 19—for a similar election among the publicists of the Marcus Loew Booking Agency and Loew's International. No union opposed Local No. 230 at RKO, nor will opposition be listed on the Loew's ballots, John Scotti and Joe Abels of the local report.

New Normandie Is New York's Latest

Industry executives, local exhibitors and representatives of the general press and trade press attended a luncheon and inspection of the New Normandie Theatre on West 57th Street here, yesterday, prior to its formal opening tonight. The 587-seater will be operated by Normandie Amusement Corp., the officers of which are David Weinstock, J. J. Goldberg, Harry Brandt, Emanuel Hertzig and Benjamin Weinstock. The house will be an "art" theatre, first-run operation and have a price scale of 95 cents to $1.25 for Monday-thru-Friday matinees and $1.35 to $1.60 evenings; $1.25 to $1.50 on Saturdays to two P.M.; $1.35 to $1.60 on Sundays to two and $1.50 to $1.80 on Saturday and Sunday evenings. M-G-M's "Pandora and the Flying Dutchman" will be the opening attraction.

Among those attending yesterday's luncheon at the theatre were Barney Balaban, A. W. Schwalberg, George Dembow, Si Seadler, Monroe Greenthal, James R. Grainger, Martin Moskowitz, Bernard Kreisler, Taylor Mills, Harry Goldberg, Jerry Pickman and Jack Ellis.

MPA of Kansas City Elects Directors

KANSAS CITY, Dec. 5.—The Motion Picture Association of Greater Kansas City, in its second annual meeting here, elected the following five directors: Senn Lawler, publicity for Fox Midwest Theatres; Stanley Durwood, general manager, Durwood Theatres; Sam Abend, co-owner, Exhibitors Film Delivery Service; Robert Withers, branch manager, Republic, and Joseph Neger, branch manager, 20th Century-Fox.

Lawler, Durwood and Abend were reelected, while Withers and Neger have not previously been on the board. One of the five will be named to the unexpired term of the late William E. Truog, who had two years to serve, and others will have four-year terms. The association was organized two years ago. The board will meet soon to elect the officers. Elmer C. Rhoden, Sr., president for the past two years, presided.

Personal Mention

A. MONTAGUE, general sales manager of Columbia Pictures, is due back here from Seattle following a West Coast trip.

•

GEORGE WELTNER, president of Paramount International, and JAMES PERKINS, chairman and managing director of Paramount Film Service, Ltd., will arrive here from London on the *S. S. Queen Elizabeth* on Monday.

•

LEONARD J. BALABAN, son of BARNEY BALABAN, president of Paramount Pictures, has become engaged to MAXINE ABBE ISRAEL of Providence.

•

MOREY GOLDSTEIN, Monogram-Allied Artists vice-president and general sales manager, has left Chicago for Dallas, Memphis, New Orleans and Atlanta.

•

JESS GORKIN, editor of *Parade*, will arrive in Hollywood from New York on Wednesday, Dec. 16.

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity, is due back here from the Coast tomorrow.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, suffered a fractured ankle in a fall in Des Moines, but has nevertheless continued his Midwest sales tour.

•

ANDY GIBSON, general manager of Dipson Theatres Corp. of Batavia, is in the Mercy Hospital in Kenmore, N. Y., recovering from a heart attack.

•

SIR LAURENCE OLIVIER and LADY OLIVIER, who is VIVIEN LEIGH, will arrive here from London today on the *S. S. Mauretania.*

•

OLIVER UNGER, national sales director of Snader Prod., has returned here from the Coast and Puerto Rico.

•

DAN S. TERRELL, M-G-M exploitation head, is in Washington from New York.

Uruguay Accedes to IFP on Festivals

ROME, Dec. 5. (By Cable)—Officials of Uruguay's planned Punta Del Este film festival have agreed to abide by the International Federation of Producers' Venice resolution. They have cabled IFP that the Punta Del Este festival will not be competitive with the 1952 international film festivals of Venice and Cannes. Under that assurance, the Federation will solicit its membership's participation in the Uruguay fete.

This means that member producers of all countries, including the U. S., will be encouraged to send pictures for showing at Punta Del Este, but that the festival will not be given recognition as an official international show. The Venice resolution stipulates that 1952 will have only two international festivals, at Venice and Cannes, and that thereafter there will be only one international festival a year.

'Gorilla' Premiere In Chicago Today

CHICAGO, Dec. 5.—"Bride of the Gorilla," Jack Broder-Realart release starring Barbara Payton, will have its Chicago premiere at the Rialto theatre tomorrow with Minsky's burlesque bowing out temporarily for the 3-week pre-Christmas period. Al Broder is in town to handle the engagement. The companion feature will be a Realart reissue, "The Daltons Ride Again." The burlesque policy is scheduled to be reinstated on Dec. 26.

Additional Hearings

(*Continued from page* 1)

Nov. 27 hearing at Green Bay, and Sig Goldburg was present on Nov. 29 at a hearing at Wausau.

Wisconsin Allied's entire drive-in code committee will appear on Dec. 18 at the state capitol in Madison.

Stages 1st Color TV Cross-Country Test

The first transcontinental color telecast test from Los Angeles to New York was completed yesterday, Columbia Broadcasting System disclosed here.

The test is a prelude to tomorrow's Coast-to-Coast color telecast over "closed frequencies," which will allow the viewing in New York and Chicago of a surgical operation being performed in the Los Angeles County General Hospital. The experiment is being conducted with the cooperation of the American Medical Association and Smith, Kline and French pharmaceutical laboratories.

Albany TOA Meet

(*Continued from page* 1)

town, Dec. 18. The Utica meeting, scheduled for the morning of Dec. 18 has been cancelled.

S. H. Fabian, chairman of the board of directors of national TOA, and Gael Sullivan, executive director, will speak at the Albany meeting. Sullivan will be the principal speaker in Watertown.

Lamont, president of Lamont theatres, will act as chairman of the local gathering. Donald Gilson, operator of drive-ins at Canton, Massena and Thousand Islands, will serve in a similar capacity at Watertown.

Gilson, Sidney Dwore, of the Cameo, Schenectady; Saul J. Ullman, up-state general manager for Fabian; Jules Perlmutter, Watervliet and Lake George exhibitor; Joe Miller, of the Menands drive-in, and Mrs. Jean Burgess, of the Conery circuit, Ravena, are temporary board members.

Lamont said that a grievance panel to consider trade practices will be in operation at the local meeting. Exhibitors will be invited to present complaints.

Utica area exhibitors are expected to attend the Albany meeting; Northern New York exhibitors, the Watertown luncheon.

NEWS in Brief . . .

SAN FRANCISCO, Dec. 5. — Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, furthers his campaign against distributors who forget "Main Street" with a denial of the accusation that the exhibitor "is not trying to get the most out of a picture," adding the accusation that the distributors, even with their most expensive pictures, carry on only the most meagre advertising campaign.

Citing the films on the main streets here, he points up particularly the lack of "24-sheet, 6-sheet or any outdoor advertising," and compares this to the advertising being done for Sonja Heine's ice show, which is currently in town.

•

SALT LAKE CITY, Dec. 5.—Bill Gordon, Warner Brothers branch manager, was elected chief barker of Salt Lake Variety, Tent 38 at the annual meeting. Ken Friedman was named first assistant; Giff Davison second assistant; Howard Pearson, third and Charles Iocona fourth. Other crew members elected were Bob Brady, Earl Stein, Bill Davis, Irving Gillman, Ralph Trathen and Eugene Jelesnik.

•

SALT LAKE CITY, Dec. 5.—Salt Lake's Capitol Theatre, the city's largest, which is operated by Intermountain Theatres, Inc., subsidiary of United Paramount Theatres, will close tomorrow for three weeks. It will reopen Dec. 25 with the stage show, "Candida," and thereafter continue its present double-feature film policy, Ray M. Hendry, associate general manager of Intermountain, said.

This is first action of its type taken with any Salt Lake theatre within recent years. Hendry's office emphasized this is a temporary closing only.

Finnegan Unknown

(*Continued from page* 1)

things shape up, everything begins to confirm what Wheeler said yesterday." This was in reference to the statement by former United States Senator Burton K. Wheeler, Washington counsel for Zenith, who said that Finnegan didn't have the influence he claimed he had.

Raibourn said Zenith and Paramount began negotiations on the sale of pictures to the radio corporation in the spring of 1950. A plan was agreed on for the sale of the pictures in December of 1950. Raibourn stated that "at no time was any middleman—Finnegan or anyone else—involved."

Resigned Under Fire

Finnegan, who resigned under fire, was paid a $50,000 fee by Zenith Radio Corp., owner of Phonevision, to help get films for the test, even though Wheeler had been retained for that purpose and, apparently, had prodded the Department of Justice into action which resulted in some of the film companies making pictures available to television.

"Help Care for Our Own"—Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital.

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RKO Theatres

(*Continued from page* 1)

effect at the meeting could put Greene's group in a position to elect one or more members of the board in a close race by the concentration of opposition votes on specific candidates who thus might garner a larger vote than some of management's candidates. A total of 3,914,000 shares are eligible to vote.

The regular board nominees include all five present members, Schwartz, Leland Hayward, Ben-Fleming Sessel, William J. Wardall and J. P. Dreibelbis. In addition, stockholders will be asked to approve the enlargement of the board to six members, with industry attorney Edward C. Raftery as the regular nominee if approval is voted.

Greene's board nominees include himself, Jay Emanuel, A. Louis Oresman, Robert P. Baruch and Daniel O. Morton.

The opposition contest began when Greene, claiming to represent more than 300,000 shares, sought representation on the RKO Theatres board and was refused. He then charged Howard Hughes, whose stock in the theatre company has been trusteed, continued to control the company and was instrumental in having the Department of Justice bring an action in Federal Court here to have alleged Hughes representatives eliminated from the board. The court dismissed the action.

Greene then started the proxy fight, based on two major issues, one, that present directors owned only small amounts of company stock, and, two, that the board is empowered to vote stock options to management. Schwartz countered by pointing out that representatives of the trustees for Hughes' 929,028 shares are on the board and gave assurances that no stock options would be voted without stockholders' approval. He charged that Greene's real objective was control of the company.

Challenging and verification of proxies may result in a delayed count of the vote at today's meeting.

RKO Sales Heads Touring the Field

RKO Radio Eastern division manager Nat Levy will be at the Detroit exchange today and in Cleveland tomorrow; North-South division manager Charles Boasberg is in Atlanta; David Loventhal, Levy's assistant, will visit Albany and Buffalo today and tomorrow; Walter Branson, Western division manager is in Chicago; Sidney Kramer, short subject sales manager, and Frank Mooney, Boasberg's assistant are in Toronto—all traveling from New York.

ITO of No. Cal., Nev. Meet

SAN FRANCISCO, Dec. 5.—The Independent Theatre Owners of Northern California and Nevada will hold its annual meeting in San Francisco in mid-December.

THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
COMPLETELY AIR-CONDITIONED
Reservations • Walter Jacobs



Review

"I'll See You in My Dreams"

(*Warner Brothers*)

WARNER BROTHERS have gotten around to immortalizing in cinema the life of Gus Kahn, a man whose unforgettable songs have been woven into the fabric of American life. The picture is lush and sentimental, showing the triumphs and defeats of the songwriter, while mingling bits of well-remembered musicals into the story. The recreation of the past is done with a wistfulness and nostalgia. As for songs, there are a plethora of them, some of which are "My Buddy," "Toot Toot Tootsie," "Making Whoopee," "Love Me or Leave Me" and "Carolina in the Morning."

Fortunately, Danny Thomas plays the famous lyricist and does it with a bounce and zeal that is refreshing. Also fortunately, Doris Day plays his wife with a charm that runs from beginning to end. Quite naturally she delivers a number of songs and at one point does an impersonation of Al Jolson. Others in the cast are Frank Lovejoy, collaborator-composer of Kahn's, who has his ins and outs with him; James Gleason, a music publisher, and Mary Wickes, a maid who sticks with the Kahn family through good times and bad.

The picture makes little demands on concentration and very likely will be widely accepted by all types of audiences.

The screenplay, by Melville Shavelson and Jack Rose, documents Kahn's rise from a driver of a horse-drawn delivery wagon to an eminent position in the music world with humor, warmth and some irony. All the hard knocks and bad breaks attendant upon his career are also etched. Apparently Kahn's luckiest break came when he entered a music publishing house and met Miss Day. Their courtship, marriage and growth is interwoven heartwarmingly into the narrative. The picture adds up to good wholesome entertainment for the entire family. Louis F. Edelman produced and Michael Curtiz directed.

Running time, 110 minutes. General audience classification. Release date, Jan. 12.

MANDEL HERBSTMAN

Partmar Petition

(*Continued from page* 1)

the five are affiliated with Fanchon and Marco interests—appealed to the full Commission. The commission now rejects this appeal.

Commissioner Jones dissented from the Commission decision. He declared that before the FCC closed the doors on all possible information, it should have "more definite assurance" that the Department of Justice would cooperate with the Commission in providing full economic data and other information gathered in the course of the anti-trust trials.

Terming the merger "one of the most significant cases" in broadcasting history, Jones said he felt the FCC should get "competent and possibly significant testimony" from the only persons who are in a position to help the Commission.

Others Similarly Situated

The majority opinion pointed out, as did Sterling in his original opinion, that there were many others similarly situated to this group and that allowing all of them to intervene would complicate the proceedings incalculably. They said Partmar failed to show sufficient interest to qualify under commission rules as an intervenor.

The Commission disclosure said Partmar was free to present any additional evidence to back up a new plea for intervention, but the Commission wants proof that Partmar will be of more help as an intervenor than just as another witness.

Russell Hardy, attorney for Partmar, said he expects to file a long protest against the FCC attitude shortly. If that does not work, he said, he will appeal to the courts, asking them to direct the Commission to permit his clients to intervene.

Big $37,300 for 'Story'

Paramount's "Detective Story" at the New York Mayfair Theatre racked up an excellent $37,300 for its fourth week which ended Tuesday. Through an inadvertent error MOTION PICTURE DAILY Tuesday reported the gross as for the film's second week.

Theatre Video Lines

(*Continued from page* 1)

was formed for the Robinson-Turpin bout which was televised in 11 cities last September.

A.T.&T., in addition to reporting an expansion in present facilities, also disclosed its plans for 1952 which will link ten more cities to Bell's network television system. At present 66 cities are being served by the cross-country Bell system.

Cities which are currently available for the occasional theatre television user, as listed by A.T.&T. are: Boston, Albany, New York, Philadelphia, Baltimore, Richmond, Washington, Pittsburgh, Cleveland, Erie, Detroit, Toledo, Dayton, Cincinnati, Chicago, Milwaukee, Minneapolis, St. Paul, Des Moines, St. Louis, Omaha and Denver.

Two Possible Exceptions

The two possible exceptions are Dayton and Cincinnati, where six weeks notice may be required. Theatres in the remaining 44 cities linked by A.T.&T. lines would have a more difficult time in obtaining clearances, a spokesman explained, because the lines today are being utilized fully. However, lines in the "non-assured" areas could be obtained, depending upon local circumstances.

Under the 1952 expansion program, the following cities will be linked to the A.T.&T. network: New Orleans, Houston, San Antonio, Ft. Worth, Oklahoma City, Tulsa, Dallas and Toronto. Austin and Witchita, which will be linked in the Southwest net, will not have terminal points because those cities at present have no television stations, a spokesman explained.

Weitman Tribute

(*Continued from page* 1)

Rinzler, Fred Schwartz, Leonard Goldenson, Arthur Mayer, Si Fabian, Harry Brandt, Walter Reade, Jr., Ed Sullivan and Richard Walsh.

Meanwhile, Dec. 18 was set yesterday as the date for the annual AMPA Christmas party, to be held at the Piccadilly. Edgar Goth is chairman.

Johnston

(*Continued from page* 1)

visit the Middle East and "will try" to be on hand for renegotiation of the French film agreement in Paris in April, he said.

"The industry 'focus' has changed considerably since I came into it in 1945," Johnston told the press. He said problems relating to foreign restrictions have become "more onerous and complicated." Now, he added, "all signs point to greater restrictions against U. S. films abroad." These are tied in with "currency shortages, rearmament programs and growing nationalism," he said.

Because of the planned increased MPAA emphasis on the foreign market, Johnston said MPAA headquarters are being transferred from Washington to New York where he will spend most of his time from now on. He introduced to the MPAA board Ralph Hetzel, Jr., who was his assistant at ESA, and who will take over supervision of the Association's New York office. He paid high tribute to Hetzel's "abilities and talent" and predicted he would be a "great asset" to the Association. He reminded that George Viether, Hetzel's deputy at ESA, would head the Washington office, said MPAA director of press relations Kenneth Clark will be stationed in New York from now on, and announced that Norman Kuhne, former ESA press relations chief, will take charge of MPAA press relations in Washington.

The MPAA, Johnston said, expects that greater revenue will be secured from foreign countries. "We want to capture our share" both through increased box-office returns and greater convertibility, he declared. He reminded that there are domestic problems that "have to be tackled as well." Indicating that he is aware that he has heavy tasks to perform in the MPAA, he said he was nevertheless "glad to be back after my hectic career in government." He said there was no "optimism in the industry" with respect to the problems it faces here and abroad. In South America, he pointed out, the problems are created by "projected quotas and tariffs."

In Washington, O'Hara, who continues as Johnston's assistant, will maintain for the MPAA contact with the various government departments and foreign embassies, Johnston said.

Johnston paid tribute to the newsreels for the "patriotic job" they have been doing for the U.S. overseas.

Liquidate MPEA

(*Continued from page* 1)

contracts covering Austria and a few other countries will expire in mid-year, and will not be renewed.

The liquidation process will be under the supervision of Herbert Ehrlanger, MPEA attorney, with John G. McCarthy, MPAA vice-president and foreign department chief, as his superior, Johnston said.

Sinatra, Gardner Abroad

Frank Sinatra, his wife Ava Gardner and a troupe of entertainers have flown to London from Hollywood to perform for the benefit of Britain's National Playing Field's fund. The benefit show, on Dec. 10, in which the American stars will participate, is sponsored by Prince Philip, the Duke of Edinburgh. Sinatra also will head a show presented for American troops in Weisbaden, Germany, on Dec. 11.

Today is the Big Day at the Big Theatre!

TODAY

WARNER BROS.

MOST

SONG-GLORIOUS

STORY OF ALL

BEGINS ITS

CHRISTMAS

ENGAGEMENT

AT RADIO CITY

MUSIC HALL!





"I'll See You

ALSO STARRING

Frank LOVEJOY ☆ Patrice WYMORE

WRITTEN BY MELVILL

Musical Direction by

Doris
ay

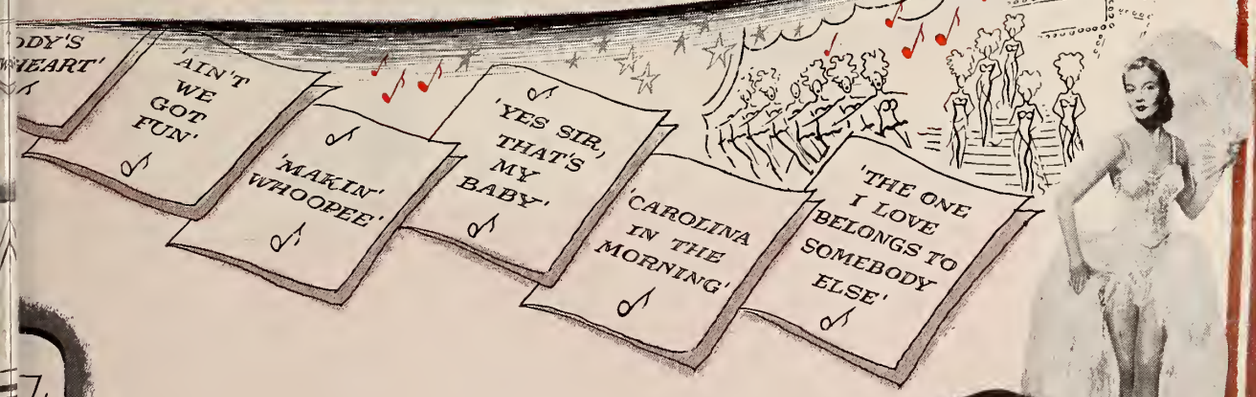
Danny Thomas



The wonderful story of songdom's great Gus Kahn—and the girl who put the love in the love-songs he wrote! Here are their jubilant careers in the show-world's golden era —here is a story in the American spirit ...of real people —and a real love!



n My Dreams"







MES GLEASON
HAVELSON AND JACK ROSE
ndorf Musical Numbers Staged and Directed by LeRoy Prinz

PRODUCED BY
LOUIS F. EDELMAN

DIRECTED BY
MICHAEL CURTIZ

TRADE SHOWINGS DEC. 12

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:30 A.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Coss Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 10:30 A.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

STARTLINGLY DIFFERENT!





KING VIDOR'S

JAPANESE WAR BRIDE

starring

SHIRLEY YAMAGUCHI · DON TAYLOR

with CAMERON MITCHELL · MARIE WINDSOR · Sybil Merritt

Directed by KING VIDOR · Produced by JOSEPH BERNHARD

Co-Producer ANSON BOND

Screenplay by CATHERINE TURNEY · Story by ANSON BOND

A BERNHARD PRODUCTION

Distributed by 20th Century-Fox





The crowds are asking for new dramatic themes ...excitingly cast...powerfully directed. Producer Joseph Bernhard meets these demands with "JAPANESE WAR BRIDE"...a vexing social problem poignantly and thrillingly directed by Master Craftsman KING VIDOR...and introducing Japanese star-sensation YAMAGUCHI in her first American film.

There's No Business Like 20th Century-Fox Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 110 NEW YORK, U. S. A., FRIDAY, DECEMBER 7, 1951 TEN CENTS

Clash Delays RKO Theatres Proxy Count

Meeting Adjourned; May Know Results Today

DOVER, Del., Dec. 6. — Counting of proxies for the election of directors of RKO Theatres Corp. at the first annual stockholders' meeting was delayed for four hours here today when an opposition stockholders' committee headed by David J. Greene challenged the eligibility of two Irving Trust Co. employes serving as proxy inspectors.

In consequence, actual counting of proxies was not begun until late in the day and is not expected to be completed before tomorrow afternoon at the earliest. The proxies will be locked in a bank vault here overnight.

At stake in the contest are places on the company's board, possibly including control of the company. However, the present board and manage-

(*Continued on page 5*)

AMPA to Set Up Industry School Of Ad-Publicity

The Associated Motion Picture Advertisers, 35-year-old organization of industry advertising-publicity and related personnel, is preparing plans for the establishment of a school to train distribution and theatre employes in film ad-publicity techniques.

This was announced here yesterday by Harry McWilliams, AMPA president and Columbia Pictures exploitation manager, at the organization's luncheon-meeting "salute" to Robert

(*Continued on page 2*)

Industry Can Beat Problems: Weitman

The motion picture business is getting "tougher," and the problems it will face in the future will make those of the past look "infinitesimal," Robert M. Weitman, United Paramount Theatres vice-president, yesterday warned the 250 from the industry here who gathered at the Hotel Pic-

(*Continued on page 2*)

TOA's Wolfson Has A Plan For Promoting New Talent

MIAMI, Dec. 6.—Theatre Owners of America president Mitchell Wolfson today proposed to the entire industry a plan for promoting new Hollywood personalities. Pointing out that "stars are made, not born," Wolfson said, "From this group of young people will come our stars of tomorrow and preselling the personality will increase grosses for his earlier pictures, thus further increasing the number of his 'fans.'



Mitchell Wolfson

"It is a job for all three branches of the industry, and exhibitors should do everything practicable in cooperating with production and dis-

(*Continued on page 4*)

Freeman Predicts Passing of 'B's'

HOLLYWOOD, Dec. 6. — The early passing of "B" pictures was predicted here by Y. Frank Freeman, Paramount studio executive.

Speaking as board chairman of the Association of Motion Picture Producers to the Screen Publicists Guild at their annual dinner last night at the Beverly Hills Hotel, Freeman said that big pictures are doing better business at the box-office than ever. He added that production costs to-

(*Continued on page 4*)

Plan Objective TVA Merger 'Blueprint'

Actor's Equity and Chorus Equity today will sponsor at the Television Authority convention here a resolution designed to solve "on a level of scientific objectivity" the problems of a merger of performer unions and TVA, Louis M. Simon, Actors Equity executive secretary, reported here yesterday.

Simon said the Equity groups have

(*Continued on page 5*)

NARTB Makes TV Code Official

WASHINGTON, Dec. 6.—A voluntary standards of practice code for television broadcasters was made official today by the television board of the National Association of Radio and Television Broadcasters. The code will go into effect March 1, 1952.

Although the television board worked over the code during the past two days, only "administrative and proce-

(*Continued on page 5*)

Levy Seeks MPAA Aid For 90-Day Skiatron Test

A bid for industry cooperation in the projected Skiatron subscription television test in New York City was disclosed here yesterday by Arthur Levy, Skiatron president, who revealed that he has sent a letter to Eric Johnston, president of the Motion Picture Association of America, in an attempt to line up product.

The letter seeks a conference among representatives of the MPAA, major distributors and Skiatron. Levy stated that Skiatron hopes to line up 50 "top" films for the test which is planned to be held within 60 to 90 days, subject to the approval of the Federal Communications Commission. The test is slated to encompass 300 families.

MPAA president Johnston was in Washington yesterday and unavailable for comment on Levy's proposal.

In a bid to win over exhibitors, which Levy labelled "the stumbling

(*Continued on page 5*)

U. S. Asks Review of Dipson Decision

WASHINGTON, Dec. 6.—The Justice Department today asked the Supreme Court to review and overturn the Second Circuit Court of Appeals decision in the Dipson case.

The department finally filed with the court its *'amicus curiae'* memorandum, which contends that the Buffalo District Court and the New York Circuit Court acted contrary to the Supreme Court's original Paramount

(*Continued on page 2*)

Allied Expects TOA Part in Arbitration

It's Up to Distributors To So Indicate: Myers

DETROIT, Dec. 6.—Any decision as to whether the Theatre Owners of America will be included in proposed Allied meetings with distributors on the latter's plan for an industry arbitration system will rest with the distributors themselves, Abram F. Myers, Allied board chairman and general counsel, has declared here.



Abram Myers

Myers' observation followed a warning on Tuesday in Boston by S. H. Fabian, TOA executive com-

(*Continued on page 5*)

Says Percentage Films Out For Small Towns

MILWAUKEE, Dec. 6.—"There is no small town that can afford (with few exceptions) to play pictures on a percentage basis and make a profit. Only the unusual motion picture that comes along once in a decade warrants percentage terms in the small situation." So stated Ben Marcus, president of Wisconsin Allied, in attacking percentage pictures for small towns.

Marcus pointed out that small town exhibitors today are confronted with

(*Continued on page 5*)

9 Film Firms Slated To Attend TV Meet

Representatives of nine film companies have been invited to attend today's joint meeting of the National Exhibitors Theatre Television Committee and the Motion Picture Association of America at MPAA headquarters here.

The meeting, which will take up the

(*Continued on page 5*)

Only Thing Missing Was the Music . . .

During his introduction of dais guests at yesterday's Associated Motion Picture Advertisers luncheon at the Piccadilly Hotel here, Harry McWilliams, AMPA president, accidentally referred to Arthur L. Mayer, Council of Motion Picture Organizations executive vice-president, as "Arthur Murray."

The manifest enjoyment of the luncheon guests at this was redoubled when Barney Balaban, Paramount president, who was seated beside Mayer, rose with the COMPO executive and embraced him in a dancing pose.

AMPA School

(*Continued from page* 1)

Weitman, United Paramount Theatres vice-president, at the Piccadilly Hotel.

The purpose of the proposed school, McWilliams explained later, will be to provide the industry with a reservoir of employes who would be prepared to "move up the ladder" in the field of industry advertising and promotional work.

McWilliams named Ned E. Depinet, RKO Pictures president and president of the Council of Motion Picture Organizations, as one of several industry leaders who have given encouragement to the AMPA plan.

The AMPA president indicated that the program for the school would be completed shortly after the first of the year. He explained that it would be conducted as evening classes which would include lectures by top advertising-publicity executives of the industry.

Weitman

(*Continued from page* 1)

cadilly under the sponsorship of the Associated Motion Picture Advertisers to pay tribute to Weitman and the New York Paramount on the occasion of the theatre's 25th anniversary.

Weitman hastened to add to this observation that he believed "the people of the industry" will see that it survives and thrives, just as they did when the advent of radio was viewed by many outside the industry as the nemesis of the motion picture theatre. He hit vigorously at the "defeatism" he said some in the industry have in consequence of television's development.

Maurice Bergman, Universal-International executive in charge of public and trade relations, who delivered the tribute to Weitman, termed the UPT executive and the Paramount Theatre as "two fine institutions." Berg-

J. Edward Bromberg, 47

J. Edward Bromberg was found dead in his apartment in London yesterday at the age of 47, according to reports reaching here from England, where he had gone to work in a new film, "The Biggest Thief in Town."

Personal Mention

HERBERT J. YATES, Republic Pictures president, will leave here for the Coast today and is scheduled to return to New York in about 10 days to spend the holidays here.

•

HAROLD ZELTNER has been transferred from M-G-M's Chicago sales staff to the New York branch's selling force. ZELTNER had led the defection of the Chicago loge from the Colosseum.

•

MIKE VOGEL, field representative for Universal Pictures, is in Denver from San Francisco.

•

BARNEY BALABAN, Paramount Pictures president, has returned to New York from Florida.

PAUL RAIBOURN, vice-president of Paramount Pictures, returned here yesterday from St. Louis.

•

S. P. EAGLE, producer, will arrive in New York from London next week, and will shortly thereafter fly to Hollywood.

•

ARMAND DEUTSCH, M-G-M producer, has returned to the Coast from New York.

•

HARRY KALMINE, president of Warner Brothers Theatres, is in Cleveland from New York.

•

JIMMY HOBBS, Monogram's Atlanta branch manager, has left there for Florida.

Coast Judge Denies F & M New Trial

HOLLYWOOD, Dec. 6.—Motion for new trial by Fanchon and Marco against Paramount Pictures, et al, to obtain first run pictures for their Baldwin Park Theatre here was denied today by Federal Judge Leon Yankwich.

The precedental decision in the original suit brought by F and M was also handed down by Judge Yankwich on the grounds that it was not up to the courts nor the governments to determine better buying or bargaining arrangements especially when it appeared to him that the distributors were doing business in a normal and accepted manner.

It could not be learned immediately whether F and M will take their case to the Federal Court of Appeals but it is presumed here that they will appeal the lower court's decision in an effort to reach the United States Supreme Court eventually.

Pickman to Coast For Product Talks

Jerry Pickman, Paramount's director of advertising-publicity, will leave here for the Coast today for top-level conferences with studio executives on 1952 product.

Pickman will also confer with Cecil B. DeMille concerning advertising-publicity plans for DeMille's "The Greatest Show On Earth," which will have its premiere on Jan. 10 at New York's Radio City Music Hall. Also scheduled are a series of conferences with Teet Carle, studio director of publicity and his staff.

Pickman will be accompanied by Sid Blumenstock, assistant director of advertising-publicity.

Disney Loses Appeal In Souvaine Action

The three-judge Federal Court of Appeals here yesterday affirmed a lower court dismissal of the motions by Walt Disney Productions for an injunction to restrain Souvaine Selective Pictures from exhibiting Lou Bunin's "Alice in Wonderland," and for an order directing that the picture be advertised as made in France. The film was put into release at the same time as Disney's.

Depinet Excused From Hearing

Ned E. Depinet, president of RKO Pictures, did not testify at the Wednesday-Thursday Federal grand jury hearings in St. Louis concerning the circumstances surrounding Zenith Radio's efforts to obtain films for its Phonevision tests in Chicago. Depinet asked to be excused in order to attend Wednesday's annual RKO Pictures' stockholders' meeting in Dover, Del. He had not received a second subpoena. Other film executives who were subpoenaed for questioning were J. Robert Rubin, Loew's; and Paul Raibourn, Paramount.

Meanwhile the Department of Justice in Washington disclosed yesterday that it requested distributors to release films for the Phoevision tests in a single letter to all companies and this was later followed up by telephone calls and letters to some of the distributors. The Department spokesman reported that some distributors said they would release product if others did, and "it took quite a bit of phoning back and forth." The Department again emphasized that it never heard of James P. Finnegan, former collector of internal revenue at St. Louis, who was paid $50,000 by Zenith to help get films for its Phonevision test.

Cooper Joining MPA As a TV Specialist

Edward Cooper, staff director of the U. S. Senate Majority Policy Committee, will join the Motion Picture Association of America this month as a specialist in radio-television matters and for "liaison work" on Capitol Hill. He will make his headquarters in Washington.

U. S. Asks Review

(*Continued from page* 1)

case decision on theatre pooling and joint ownership by distributors. It argued the same issue is posed in at least seven other major suits now pending in other courts.

The Variety Clubs-Will Rogers Memorial Hospital is Open to ALL in the Amusement Industry Without Charge—Sign the 1951 'Christmas Salute'—"Help Care for Our Own."

NEWS in Brief . . .

ALBANY, N. Y., Dec. 6.—Senator Fred Moritt of Brooklyn, who over a period of several years has introduced a bill authorizing New York City to vote a tax of 10 per cent on tickets selling for $1 or more, and other special imposts, to give financial aid to the municipally-owned subway system, said last night he opposed a general amusement tax in the metropolis. "We have enough taxes now," he declared.

Moritt was here for the special session of the legislature called to reapportion Congressional districts on the basis of the 1950 census.

•

Formation of the remaining committees in the industry to aid the 1951 drive of the Federation of Jewish Philanthropies have been named by Emanuel Frisch, chairman of the amusement division.

William J. German is chairman of the laboratory committee; Harold Klein and Seymour Florin are co-chairmen of the foreign films committee and Len Gruenberg is chairman of the exchanges committee. Members of the latter group include: David Burkan, V. Flynn, Louis Kutinsky, Howard Levy, Charles Penser, Samuel Rifkin, Saul Trauner, Louis Allenhand, Nathan Furst, Myron E. Sattler, Philip Hodes, William P. Murphy, Tom Feeney and George J. Waldman.

•

Howard E. Kohn II has joined Pictura Films Corp. to handle public relations on its product. Kohn has planed out of New York for the Coast where he will supervise the world premiere of "Pictura—Adventure in Art," opening at the Esquire Theatre, Los Angeles, on Dec. 21 for an indefinite run, Herman Starr, president of Pictura, reported.

Prior to joining Pictura, Kohn was with Stanley Kramer, as roadshow director for "Cyrano de Bergerac." He had previously been director of advertising and publicity of the United Artists roadshow department handling special films.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

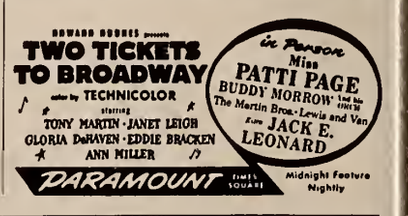
Rockefeller Center

DORIS DAY

DANNY THOMAS

"I'LL SEE YOU IN MY DREAMS"

plus THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW



MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20. N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"QUO VADIS"



Congratulations, MGM!

TECHNICOLOR
IS THE TRADE MARK OF
TECHNICOLOR MOTION PICTURE CORPORATION
HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

Coming Events

Dec. 10 - 12 — Allied Independent Theatre Owners of Wisconsin annual convention, Hotel Schroeder, Milwaukee.
Dec. 10-14—Universal sales meeting, Hollywood.
Dec. 11-12—Allied Theatre Owners of the Gulf States annual convention, Roosevelt Hotel, New Orleans.
Dec. 12—State of Israel dinner, Spyros P. Skouras honor guest, Hotel Astor, New York.
Dec. 17—Theatre Owners of America regional grievance meeting, Albany.
Dec. 18—Theatre Owners of America regional grievance meeting, Watertown, N. Y.

ITOA Hits Newspaper For 'Unfair' Articles

The Independent Theatre Owners Association of New York at a meeting here yesterday passed a resolution condemning "two unfair articles printed in the *New York World-Telegram and Sun* on Dec. 3 and 4," and so informed Roy Howard, the paper's publisher, in a letter signed by Max A. Cohen, ITOA executive vice-president. Cohen said the articles stated that New York motion picture theatres give members of the Armed Forces a "shabby welcome" and do not think the servicemen rate any ticket privileges.

Cohen's letter termed the articles "insulting" and "incorrect." It pointed out that ITOA member theatres "are presently giving out free passes to servicemen through the Inter-Service Ticket Committee at the rate of 2,500 per week." Cohen asked Howard: "Can any other industry be named that gives away its merchandise as does the motion picture industry?"

Goldstein Presides At Chicago Meet

CHICAGO, Dec. 6.—Morey Goldstein, Monogram and Allied Artists vice-president and sales manager, is here for conferences at the Drake Hotel with division sales managers. In addition to setting sales policies for "Aladdin and His Lamp," "The Steel Fist," "Fort Osage" and "Waco," the sales executives will discuss plans for the launching of "Monogram Week" for which a drive will be made toward putting a Monogram subject on every screen in the nation Feb. 10-16. Here to meet with Goldstein are Harold Wirthwein, Hollywood, Western sales manager; L. E. Goldhammer, New York, Eastern sales manager, and James Prichard, Dallas, Southern sales manager.

Variety in Memphis Elects 11 to Board

MEMPHIS, Dec. 6.—Eleven new directors were elected by the Memphis Variety Tent No. 20. The old and new directors will meet next Monday to elect officers.

New directors are: Vernon Adams, Ben Bluestein, M. H. Brandon, Frank Carter, Joe Keifer, Tom Kirk, M. A. Lightman, Sr., Jack Sawyer, Richard Settoon, George Simpson and Tony Tedesco.

Self-Regulation Order on Salaries Coming from SSB

The Salary Stabilization Board will issue a self-administering regulation to govern salaries of actors, writers and other talent workers in the film industry and other entertainment fields, a top SSB official said today. This was the statement of V. Henry Rothschild, Board member and chief counsel, before the National Association of Manufacturers meeting here at the Waldorf Astoria Hotel in a five-day convention.

Rothschild emphasized that a self-administering regulation is not quite the same as a completely voluntary code, although the effect would be pretty much to let the industry follow usual salary practices. The idea would be that each industry in the entertainment field would be asked to recommend salary control regulations for itself and presumably the Board would then issue most if not all of these recommendations as Board regulations. "These recommendations, if and to the extent adopted, will represent regulations issued by the Board rather than a purely voluntary code," is the way Rothschild put it.

Rothschild also confirmed the report that the Board would probably issue just one regulation to cover both entertainment and sports salaries.

Once the Board has issued all of its major regulations, Rothschild said, "I envisage the functions of Salary Stabilization as primarily directed toward securing compliance with the regulations and policies that have been issued."

John Vlachos Heads Allied of Michigan

DETROIT, Dec. 6.—John C. Vlachos of Flat Rock was elected president of Allied Theatres of Michigan at yesterday's closing session of the 32nd annual convention. Bob Pennell of Bronson was elected vice-president, Irving Belinsky was reelected secretary-treasurer, and Al Johnson of Detroit was named national Allied representative.

At last night's banquet, Abram F. Myers, general counsel, devoted the main portion of his address to the subject of arbitration, urging such a system as the only way for peace and prosperity in the industry.

The organization's new board of directors consists of Al Ackerman, Lew Wisper, Belinsky, Irving Goldberg, Elliott Cohen, Pennell, Harry Rubins, Allen Johnson, Herb Fox, Harry Hobolth, R. C. Beechler, Jr., Glenn Wallace, Ed Johnson, James Olson, John Schuyler, Vlachos, and Rene Germani.

Joe Deniston, Pearce Parkhurst, Adolph Goldberg were chosen alternates.

The convention endorsed the national Allied stand for support of the Council of Motion Picture Organizations and also endorsed Allied's stand on arbitration and a participating partnership percentage plan. This called for determination of film rentals on a four-point basis, a nominal token film rental on engagements that result in a genuine loss to the exhibitor; guaranteed profit to the exhibitor on all engagements; guarantee to the producer-distributor for a proper share of engagements that result in abnormal box-office profits, and elimination of inequities in the present system of determining film rentals.

Ticket Brokers Are Exempted by OPS

Washington, Dec. 6. — The Office of Price Stabilization has exempted from price control the services of licensed theatre ticket brokers whose charges are governed by state or municipal law.

OPS said the action was in line with the law's exemption of theatre admissions, and also pointed out that brokers' charges "are not essential to the cost of living, and the effort and expense involved in enforcement would not be justified by the stabilization value achieved."

Marcus to Report On Coast Practices

WASHINGTON, Dec. 6.—Justice Department officials were making no immediate comment on what might result from talks earlier this week on the West Coast between anti-trust attorney Philip Marcus and California exhibitors who had asked the Department to look into unfair trade practices.

Marcus said he met Monday and Tuesday with members of the Southern California Theatre Owners Association and other exhibitors on their complaints, and would submit a report to anti-trust chief H. Graham Morison. He explained that Morison some months ago had promised SCTOA leaders to go to the Coast to discuss the situation with them, and finding that other commitments prevented him from going, asked Marcus to go in his stead.

Fairbanks to Give Magazine Awards

HOLLYWOOD, Dec. 6.—Douglas Fairbanks, Jr., will present *Holiday Magazine's* annual awards for "the role of the American movie as an ambassador abroad" today at Chasen's here.

While a special plaque will be proffered to Fairbanks for his wartime and peacetime services, he will make the magazine's presentations to the following: Harry Popkin, producer of the United Artists release, "The Well"; Dore Schary for M-G-M's "An American in Paris"; Stephen Bosustow, head of United Productions of America, for the Columbia-released color cartoon, "Gerald McBoing-Boing", and to Shelley Winters for her performance in Paramount's "A Place in the Sun."

50c Paramount Dividend

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents per share on the common stock, payable on Dec. 24 to holders of record on Dec. 14.

Wolfson's Plan

(*Continued from page 1*)

tribution toward this end. A really concentrated effort by all branches of the industry should prove profitable to all.

"Some of the exhibitors may be asking, 'What can I do?' Here are a few answers.

"1. Exploit these personalities around your theatre. Have a lobby easel with a picture of the young player and some information about him, and pictures in which he may be seen that are coming later. If it is a starlet, use an eye-appealing full-length photo and give her measurements, as well as her weight. Tell where the player was born, hobbies, and any interesting biographical data.

"2. Get their pictures and background in the local papers.

"3. Get local columnists to use items about these personalities whenever possible.

"4. If the producers make short trailers introducing the new faces—and I urge them to do so—run them on your best days. This could result in their names having pulling power in their very first pictures.

"5. Many radio stations are eager to run recorded interviews the studios put out from time to time. Take advantage of that eagerness and see that they get the interviews.

"6. Run teasers in your ads such as 'Have you seen Dale Robertson?' or 'Mmmmm, what a gal is Jean Peters!'

"7. Get these personalities named 'Queen' or 'Sweetheart' of local affairs, such as 'Sweetheart of the Sun Bowl' or 'Queen of the Midland Fair.' If the personalities can't be there personally, they will always co-operate by having special photos with props that tie in to the situation and mail them back, and the local press is certain to use.

"In turn, I urge the producers to send these people on tours as often as they can in good sense do so. And there is a sound reason for this. For example, if Eisenhower were to run for office he would have a good chance of election without stumping the country too much. That's because he's already at the top—the people know him and like him. But if a newcomer wants public office he's got to get out and meet the people, and a lot of them. Meeting the people gets votes and it will sell tickets.

Levin Is Meeting Today in Milwaukee

MILMAUKEE, Dec. 6.—The third in a series of three-day regional meetings of Jack H. Levin Associates, national survey, research, and checking company, is scheduled to be held in the Schroeder Hotel here tomorrow, Saturday and Sunday. District representatives from Chicago, Cincinnati, Cleveland, Des Moines, Detroit, Los Angeles, Milwaukee, Minneapolis, Portland, and St. Louis will attend. Levin stated that several additional regional sessions in the South and Far West are planned.

Freeman Predicts

(*Continued from page 1*)

day impose a genuine problem in maintaining the entertainment magnitude required by current standards, but he expressed confidence that the industry will move forward to brighter conditions than it has ever known before.

RKO Theatres

(Continued from page 1)

ment, headed by Sol A. Schwartz, president, showed confidence in its voting strength by making known its readiness for an immediate vote count, whereas Greene's group is regarded as having revealed its uncertainties by urging a delay. Both sides have waged a costly proxy battle for the past month.

Had to Shift Meeting Site

The fight over whether the two employes of Irving Trust should be permitted to examine and total those proxies that have been submitted was led by Arthur F. Driscoll, special counsel of RKO Theatres, and Isidore J. Kresel, attorney representing the opposition group headed by Greene.

Since more persons — independent stockholders, management personnel and Greene followers — showed up than were originally expected, it was necessary at the last moment to shift the meeting site to the larger Dover Century Club auditorium. The proceedings had no sooner started, than Kresel challenged the eligibility of the Irving Trust employees as proxy examiners. From that point on—except for the odd moment of levity and occasional laughter—it was all but a verbal free-for-all, with appeals being made on both sides to conduct the meeting "sensibly and like gentlemen."

Schwartz Chairman

Schwartz, chairman of the meeting, delivered his report despite cries from the opposition that since the proxy examiners' eligibility was in question, there was some question as to the legality of the meeting. However, Schwartz was permitted to read his report, which was, generally speaking, most optimistic as to the film industry, in general and the company, in particular.

The issue which lighted all the fireworks was, as Driscoll put it, whether both sides "would put their cards on the table" because "all we want to know is your strength."

Kresel replied that his group could not consider such a move. "We will," he said, "let you know our strength at the proper time." Then he added: "We think there should be a reasonable time allowed before the closing time for proxies."

Asked what he considered a "reasonable" time, Kresel replied: "Let us say five days."

Management officials first implied, then stated directly, that this was all a plan, pre-arranged by the Greene group, to delay the proxy voting so that some of the literature being circulated could take effect.

The objection to the Irving Trust employees was that it (Irving) represented 929,020 shares owned by Howard Hughes which has been ordered trusteed by the Federal court pending its sale under the anti-trust rulings. Irving has the stock in trust and is authorized to vote it.

Schwartz in his report gave details of the financial operations listing a net profit of $1,053,844 for the first nine months of operation, and said that during October and November—though figures were not as yet available—indications were that the gross was a little better than during the same period last year. He also said that RKO Theatres had considered buying two television stations, but conditions were not ripe for the transaction at the time.

Review

"I'll Never Forget You"

(20th Century-Fox)

TYRONE POWER, as a nuclear physicist obsessed with his ancestral past, goes voyaging back into the 18th century in "I'll Never Forget You." The story marks an interesting departure in theme from any standard type of drama. In the modern-day sequences the film is in black and white, but in sequences of the past it is in color by Technicolor. Others in the cast are Ann Blyth, the young lady Power falls in love with, and Michael Rennie, friend and co-worker of Power's.

Power, who lives in a handsome 18th century house in London, believes that all time is one, whether in the 18th century or the 20th. Supporting his theory about time is an ancient family diary and letters which helps unite him with the past. One day there is a violent storm, a clap of thunder, and we find Power back in the costumed past.

Power mingles rather tentatively with his ancestors, and falls in love with Miss Blyth. But since he is able to predict things to come people begin to look askance upon him. As his adventures continue, his love for Miss Blyth deepens, but distrust of him by others heightens. Jealousy and ignorance finally reached a point where Power is condemned to a lunatic asylum.

At this point in the Ranald MacDougall's screenplay there is another thunder crash and Power is again an inhabitant of modern times. Helping Power in his continuity with the past is the re-entrance of Miss Blyth incarnated in modern attire.

Sol C. Siegel produced and Roy Baker directed.

Running time, 90 minutes. General audience classification. December release.

MANDEL HERBSTMAN

Levy Asks Aid

(Continued from page 1)

block" of lining up product, the Skiatron president outlined an exhibitor participation plan. The scheme, admittedly nebulous, would have Skiatron share the receipts from films on subscription television with theatres which have booked or plan to book the test film in a certain area. Levy, who said Skiatron sought to avoid old films for its test, said that once product is lined up, he would set up a meeting with representatives of such exhibitor organizations as the Theatre Owners of America and Allied. The meetings would be aimed to win over exhibitors and to work out a formula for compensating them.

According to Levy and Admiral Timothy O'Brien, Ret., Skiatron director, the meeting with the MPAA was suggested by a number of unnamed major and independent companies. O'Brien, who recently returned here from the Coast in an attempt to line up product, said Samuel Goldwyn, Walt Disney, and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, were particularly enthusiastic about the new medium. However, O'Brien acknowledged that he did not procure any film commitments.

Flanked by Jack Poppeli, vice-president and chief engineer of WOR-TV, and William Shanahan, Skiatron engineer, Levy said current technical tests would be completed on Dec. 16. The future key test, Levy added, would run for 90 days and would probably be limited to the peak TV hours of from six to nine P. M., unlike the Phonevision test in Chicago last year which had three scheduled performances per day.

Small Towns

(Continued from page 1)

more competition than ever before—church functions, bowling, basketball, school functions, outdoor theatres, and the forthcoming advent of TV reception in small towns.

"The present need for outstanding pictures and the necessity of more showmanship efforts put forth on the part of the exhibitor is an absolute must in order for them to continue to hold their patrons," continued Marcus. "It must also be realized by distributors that the cost of operation in a small town is nearly that of a large town exhibitor," (proportionately) "and with costs mounting, it becomes necessary for an exhibitor to adjust his overhead."

Industry TV Meet

(Continued from page 1)

government ban on theatre color TV and the industry's bid to the Federal Communications Commission for frequencies, will be broken up into morning and afternoon sessions. Meeting in the morning will be industry engineers and attorneys.

The following are slated to attend the afternoon session: Theodore R. Black, Republic; Frank Cahill, Jr., Warner Brothers; Ralph Cohen, Columbia; Leopold Friedman, Loew's; Norman E. Gluck, Universal; Edward Morey, Allied Artists; Paul Raibourn, Paramount; E. J. Smith, Jr., RKO Pictures; Earl I. Sponable, 20th Century-Fox.

In addition, Marcus Cohn, television attorney for the Theatre Owners of America; Wilbur Snaper, president of Allied of New Jersey, and Jay Rabinowitz, of United Paramount Theatres, are expected to attend.

TV Code Now Official

(Continued from page 1)

dural" changes were made in the code endorsed by NARTB TV members at their October convention.

According to Robert D. Swezey, chairman of the television program standards committee, adherence to the code will be up to all of the country's 108 TV stations, whether NARTB members or not. Each station agreeing to abide by the code will be issued a seal, which it will show whenever it chooses. Removal of the seal is the only disciplinary action the NARTB can take against a station violating the code.

TVA Merger

(Continued from page 1)

accepted a joint offer by the University of California at Los Angeles and Cornell University to make a study of the problems attending such a merger and to provide a "blueprint."

Allied Expects

(Continued from page 1)

mittee chairman, that if, as indicated, Allied "goes it alone" in preparing arbitration plans, TOA will not participate in an arbitration system. Fabian made his remarks in an address at the banquet of the Independent Exhibitors of New England, an Allied affiliate. Myers and Trueman T. Rembusch, Allied president, were present at the banquet.

In an interview here, Myers termed "ill-taken and not based on appreciation of the industry," the warning by Fabian.

When TOA met with the distributors over a year ago to study the possibilities for establishing an all-industry arbitration system, the distributors informed TOA that any exhibition-distribution meeting on arbitration would have to include representatives of other exhibitor organizations as well, particularly Allied. It is generally believed in the trade that the distributors will reaffirm this attitude when approached by Allied.

Myers is preparing under instructions from the Allied board a plan for industry arbitration which will be presented to the distributors in the near future. If the distributors want TOA in on a discussion of the plan it will be up to them to say so, Myers indicated. Following the recent Allied convention in New York, which resolved that the organization should embrace arbitration, Col. H. A. Cole of Texas reported that Allied intended to by-pass TOA and take any plan it drafted direct to the distributors. It was that intention to which Fabian took exception.

Myers, while attending the convention of Allied Theatres of Michigan here, told reporters that national Allied's position was made perfectly clear in a report which he made at an afternoon meeting of the Boston convention. Fabian, he added, did not attend that meeting.

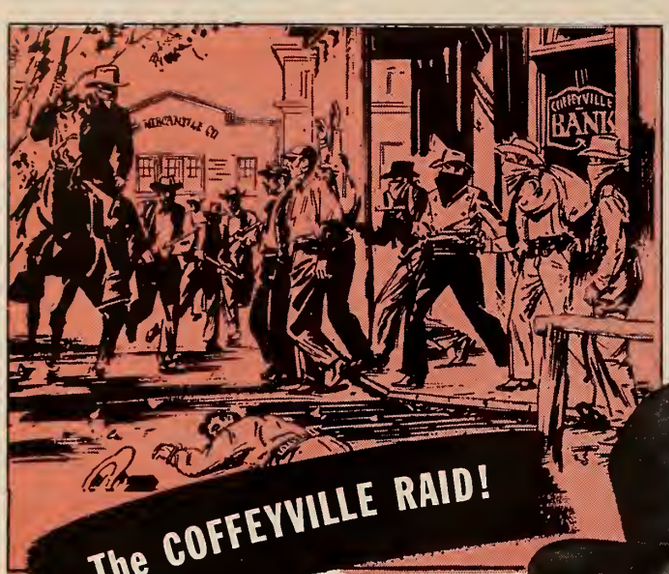
"It is a bit strange," Myers said, "that TOA, which initiated the arbitration movement at a secret conference with distributors, should suspect Allied of harboring a similar purpose."

Essaness Closing 2

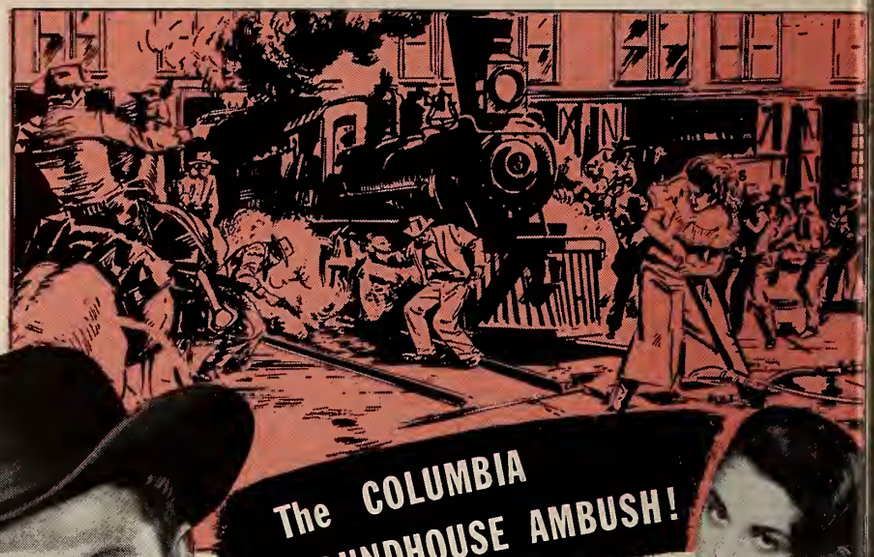
CHICAGO, Dec. 6.—Essaness Theatres has announced the closing of the North Side Davis and Buckingham theatres here at the conclusion of business on Saturday.

11⅓ HRS. ONESTOP
3 DC-6 Mainliners daily
TO LOS ANGELES
ON UNITED!
De luxe service aloft, including delicious Mainliner meals at no extra cost. United's famous flight, "the Hollywood," leaves at noon, arrives at 8:20 p.m. Other DC-6 Mainliners at convenient hours during the day and evening.
UNITED AIR LINES

He Led the Last Great OUTLAW RAIDS!



The COFFEYVILLE RAID!



The COLUMBIA ROUNDHOUSE AMBUSH!

COLOR BY Technicolor





CIMARRON ROSE!

"THE CIMARRON KID"



BOB DALTON!





BITTER CREEK!



RED BUCK!

Starring **AUDIE MURPHY · YVETTE DUGAY**

with **BEVERLY TYLER · JAMES BEST · JOHN HUDSON · LEIF ERICKSON · NOAH BEERY**

Screenplay by LOUIS STEVENS • Directed by BUDD BOETTICHER • Produced by TED RICHMOND • A UNIVERSAL-INTERNATIONAL PICTURE

U-I Makes the Money-Makers!

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 111 NEW YORK, U. S. A., MONDAY, DECEMBER 10, 1951 TEN CENTS

To Stress New Programming In FCC Bid

Committee to Take Up Color Television Issue

The importance of stressing the potential of theatre television programming in the industry's application for frequencies before the Federal Communications Commission was discussed here Friday at the joint meeting of the National Exhibitors Theatre Television Committee and the Motion Picture Association of America.

The meeting, attended by about 20 representatives of the two groups, and held at MPAA headquarters, also took up the government ban on the manufacture of color TV sets. It referred the color TV issue to the industry-wide television legal committee, which will probably mull over the question of whether an appeal

(*Continued on page 4*)

See Compo Seminar Put Off For Two Or Three Months

Likelihood that the next Council of Motion Picture Organizations "round table" conference in Hollywood of exhibitors and producers will not take place until late winter or early spring was expressed here at the weekend by industry leaders.

However, it was pointed out, exhibitors and producers will hold a "round table" meeting on the Coast in the meantime. Reference was to Theatre Owners of America's plan to invite

(*Continued on page 4*)

Asks New Hearing On ABC-UPT Merger

WASHINGTON, Dec. 9. — Partmar Corp. and four other corporations operating theatres in Los Angeles, Long Beach and St. Louis have asked the Federal Communications Commission to reconsider its decision denying them permission to intervene in the coming hearings on the proposed United Paramount Theatres-American Broadcasting Co. merger.

They also asked the Commission to

(*Continued on page 4*)

'Movietime' Aid to Films Is Cited by 'U's' Bergman

PHILADELPHIA, Dec. 9.—The industry's "Movietime U.S.A." campaign marks the first time that the film companies have conducted a joint promotion campaign on their own behalf with the same know-how in attracting public attention as they devoted to the many campaigns they conducted for the government and the numerous public service and charitable organizations for many years, Maurice A. Bergman, Universal Pictures executive in charge of public relations, told the Philadelphia Public Relations Club at its dinner at the Poor Richard Club here at the weekend.



Maurice Bergman

Bergman stressed that the industry's own promotion and public relations campaign has resulted in a

(*Continued on page 4*)

'U' Starts Coast Meetings Today

HOLLYWOOD, Dec. 9. — Universal's sales and production executives tomorrow will begin a week-long series of meetings here to lay plans for 1952.

The sessions will serve to review the company's current production and distribution plans in the light of changing conditions and finalize plans

(*Continued on page 4*)

Hughes-RKO Appeal Hearing on Jan. 7

Washington, Dec. 9.—Monday, Jan. 7, has been tentatively set as the date for argument before the U. S. Supreme Court in the Howard Hughes appeal of the order of the three-judge statutory court that he dispose of his RKO Theatres stock by a certain date. Otherwise, the New York court said, the trustee would sell the stock for him.

RKO Theatres Proxy Count Continuing; May Finish Tuesday

DOVER, Del., Dec. 9.—Counting of proxies in the contested election of directors of RKO Theatres Corp. at its first annual meeting of stockholders, which was begun late last Thursday, continued here over the weekend and is not expected to be concluded before Tuesday.

Due to the spirited proxy battle waged by management, headed by Sol A. Schwartz, RKO Theatres presi-

(*Continued on page 5*)

Morison Says SCTOA Wants Combined Film Buying and Was Told It's Illegal

Washington, Dec. 9..—H. Graham Morison, Assistant Attorney General, said Friday that relief sought by the Southern California Theatre Owners Association from trade practice problems in its area included a request for permission to engage in combined buying of films, and that SCTOA was informed that such an activity is illegal.

Phil Marcus of the Department of Justice conferred with SCTOA officials in Los Angeles last week and reported back to Morison. The latter made his observations on the SCTOA proposal after receiving Marcus's report. Morison said Marcus had informed SCTOA that its film buying combine project would be illegal.

Los Angeles, Dec. 9.—"Neither SCTOA nor its members contemplated or discussed with the Justice Department any plan for the combined purchasing of films, and such assumption, if any, by Justice is unjustified," said Daniel A. Weber of the law firm of Fendler, Weber and Lerner, special counsel for SCTOA, Friday when apprised of Justice's statement that SCTOA's appeal for relief included a request for permission for combined film buying.

Ask Companies For Films to Hit Subversion

TOA Begins Drive for Patriotic Screen Material

Theatre Owners of America, "eager to help Hollywood in its fight against Communism and in building a more solid loyalty among the citizens of the United States," has appealed to the heads of major film companies for an opportunity to put theatre screens at the service of this cause.

"One major production company already has informed me and other TOA officials," Mitchell Wolfson, TOA president, reported at the weekend through Gael Sullivan, executive director, "that it would cooperate to the fullest extent on any constructive ideas theatre exhibitors might have for the production of films and industry effort that would help instill a deep

(*Continued on page 4*)

Complaints On Advanced Price Films Go to D. of J.

WASHINGTON, Dec. 9.—The Justice Department has received several complaints from independent exhibitors about distributors forcing advanced admission prices, and "we are looking into the situation," an anti-trust division official declared.

He said some of the complaints had dealt with 20th Century-Fox's sales policy on "David and Bathsheba," while others dealt with other companies and other pictures. It is under-

(*Continued on page 4*)

Palace Ups Prices For Holiday Shows

With tickets on sale through New Year's for the Judy Garland "All-Star Variety Show," New York's Palace Theatre plans an upwardly-revised schedule for the holiday week, starting Christmas Day.

There will be matinee performances on Tuesday, Wednesday, Saturday, Sunday and Tuesday, Dec. 25, 26, 29, 30 and Jan. 1 with the price of tickets scaled at $1.20 minimum to $3.60. In

(*Continued on page 5*)

Wage Increase Set For Para. Workers

The Paramount home office's 180 "white collar" workers will meet at the Hotel Woodstock here tomorrow evening to learn from Russell M. Moss, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63 the terms of a new wage raise agreement concluded with the company on Friday.

The agreement, Moss said, will be extended to include similar employes at two subsidiaries, Paramount Music Co., and Famous Music Co.

Personal Mention

E. K. O'SHEA of Paramount Pictures is scheduled to return here today from Dallas.

•

JAMES RYAN has resigned as booker at Columbia Pictures' exchange in Buffalo and has joined the United Artists staff in the same city in a similar position. He succeeds DICK CARROLL, who has taken over the management of the Commodore Theatre in Buffalo.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will speak at the convention of the Allied Theatre Owners of Wisconsin in Milwaukee this week on the subject of "Censorship vs. Self-Regulation."

•

WILLIAM B. ZOELLNER, short subject and newsreel sales representative for M-G-M, will arrive in Albany today from New York for a two-day visit and will then head for Buffalo.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, are in Detroit today. They will leave for Cincinnati Wednesday night.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, left here for Cuba over the weekend by plane.

NORMAN H. MORAY, Warner Brothers short subjects sales manager, will return here today from the Coast.

•

GEORGE WELTNER, president of Paramount International, with MRS. WELTNER; KAY HARRISON, managing director of Technicolor, Ltd.; and BURT LANCASTER and BELA LUGOSI will arrive here today from Europe on the *S. S. Queen Elizabeth*.

•

JAMES R. GRAINGER, Republic Pictures executive vice-president in charge of sales, left here over the weekend for Milwaukee and other Western cities and will arrive in Los Angeles on Dec. 23 to spend the Christmas holidays there.

•

HOWARD SMIDT, assistant to HAROLD BEECROFT, head of Paramount's bidding department, has been promoted to the post of salesman in the Albany branch.

•

GEORGE SKOURAS, president of United Artists Theatres, is due here tomorrow from Europe.

•

RALPH MARTIN of *Seventeen Magazine* will return here today from Florida.

•

WILLIAM DIETERLE will arrive here from the Coast today.

Says Theatres Should Sell 'Escape' Value

A contention that the film industry has failed to sell "one of its most valuable assets—the motion picture theatre with its 'escape from reality' mood, its 'festival atmosphere' and the special role it can play in the community," is contained in a pilot study of Dr. Ernest Dichter, psychological consultant.

Dichter, consultant to Young and Rubicam and other advertising agencies, sought an answer to the question of whether "the TV and motion picture industries are friends or foes." He found that the problem was not "TV versus the motion picture theatre," but the ability of TV and motion pictures to satisfy specific needs of "the modern individual living in a troubled world." He claimed that the TV set owner is not the theatre's "lost audience." Rather "it is the movie industry that has lost a channel of communications with the TV viewer and has failed to keep pace with his change of psychological attitude toward the selection of entertainment."

The study, released by the Demby Co., TV packaging firm in New York, also made the following point:

The TV viewer is not simply buying a ticket when he goes to the films, but he is making a conscious investment in time and money, as opposed to the non-TV viewer, who has no other major entertainment media to turn to and goes to the films out of habit.

Curran, Fitzgibbon Form New Company

Charles W. Curran, motion picture writer and advertising consultant, has formed Times Square Productions, Inc., to produce.

Curran is president, and Steve Fitzgibbon, formerly studio manager of 20th Century-Fox, is vice-president, and in charge of production. The new corporation has leased offices here. Curran was recently general sales manager for Seaboard Products, Inc.

The Variety Clubs-Will Rogers Memorial Hospital is Open to ALL in the Amusement Industry Without Charge—Sign the 1951 'Christmas Salute'—"Help Care for Our Own."

NPA Warning on Projector Parts

WASHINGTON, Dec. 9.—A four-page "conservation flyer," emphasizing the need for conservation of film and equipment, has been sent out to all projectionists by the National Production Authority's film division. Film chief Nathan D. Golden said copies had been mailed to all theatres, to all IATSE locals for distribution to each projectionist member, and to theatre circuits to give to theatre managers. The "flyer" warns that film and projector replacement parts are scarce, and "shortages may become so acute that replacement parts will be impossible to obtain."

The flyer contains a 12-item checklist of things which the projectionist can do to conserve film and equipment.

RKO Signs Contract With Filmakers

HOLLYWOOD, Dec. 9. — Filmakers, Inc., has been signed by RKO Pictures to a new one-year contract calling for the production of a minimum of three features. The deal was negotiated by C. J. Tevlin, RKO vice-president in charge of studio operations.

Collier Young will serve as producer on all three productions. Vice-president Ida Lupino will work on story developments and directing assignments on one or more of the projects. RKO Radio will offer The Filmakers complete financing as well as the use of studio facilities and technical and creative personnel as needed.

Rodgers Plans Fla. Vacation Dec. 20

William F. Rodgers, Loew's vice-president, is scheduled to leave here for a Florida vacation on Dec. 20. He will be away several months.

Acceding to Rodgers' wishes, COMPO has abandoned the idea of sponsoring an industry testimonial in his honor. After nearly 30 years service with M-G-M, Rodgers will begin an advisory status with the company on Jan. 1, with Charles M. Reagan succeeding him as head of domestic distribution. He will be honored at a cocktail party next Friday at Loew's home office.

Loew's Decree Talks Continue With U. S.

WASHINGTON, Dec. 9.—Justice Department officials and Loew's attorneys had further consent decree talks Friday and, according to a spokesman, "we're getting closer." Another extension is likely, however, of the deadline for Loew's to file a divorcement plan with the New York Statutory Court, he said. The present deadline is Dec. 15.

Krim, Benjamin to Coast on New Deals

Arthur Krim, United Artists president, and Robert Benjamin, management partner, left here for the Coast on Friday to discuss new production and releasing deals for the company with producers. They are expected back here by the end of the week.

Newsreel Parade

THE freeing of Archbishop Stepinac and the crash of the B-29 into private homes are currently highlighted in the newsreel. Other features include President Truman at Key West and medics being trained for the Marines.

MOVIETONE NEWS, No. 59 — Archbishop Stepinac freed. Tito sees war veterans. B-29 hits homes. Gas explosion. U. S. pilot becomes ace. Magazine honors "Decision Before Dawn." Counterpoint, horse of 1951. Shepherd dogs show skill.

NEWS OF THE DAY, No. 229—Navy films families greeting men at sea. Archbishop Stepinac is released. A day with Truman on vacation. British jets for French. Glamor in silk. Olympic hopefuls.

PARAMOUNT NEWS, No. 32 — B-29 crash. Silk fashion show benefits cerebral palsy drive. Truman on vacation. Archbishop wins freedom. Medics trained for Marines. Football: Georgia-Georgia Tech.

TELENEWS DIGEST, No. 49B—Yugoslavs free Archbishop Stepinac. Adenauer arrives in Britain. Bowles presents credentials in India. Italian floods. B-29 crash. Moslems greet Mossadegh. Post Office turns Santa Claus. New York fashion show.

UNIVERSAL NEWS, No. 515 — Archbishop Stepinac released. Truman on vacation. French jet planes. B-29 crashes into homes. French heroes hailed. Rites for dead in France. Dog fashions. Lady Godiva, 1951.

WARNER PATHE NEWS, No. 34 — Archbishop Stepinac free. Secret trial films released. B-29 crashes. Cairo hails Mossadegh. Truman at work on vacation. "GI's" in practice jump in Korea. Florida water tots. Red Cross shows new life-saving techniques. 1951 *Look Magazine* All-American football team.

Conclude Harlan Percentage Suits

LEXINGTON, Ky., Dec. 9. — Upon the filing of a stipulation that the "defendant having accounted to plaintiff and having paid in full to plaintiff the amount found to be due," three percentage actions brought by distributors against Price Coomer, operator of the Harlan Theatre in Harlan, Kentucky, have been concluded.

Shortly prior to the concluding of the cases, U. S. Judge H. Church Ford had handed down a decision denying the exhibitor defendant's motion for summary judgment to dismiss the distributor actions as to the pictures covered by licenses containing admission price clauses, the court holding that such clauses did not make the contracts illegal *per se*.

Eight Percentage Actions Are Filed in Wis. Federal Court

SUPERIOR, WIS., Dec. 9.—Eight percentage actions have been filed here in Federal Court. Twentieth Century-Fox, Warner, United Artists, Universal, RKO, Loew's, Paramount and Columbia each filed an action against Frank J. Hahn, Jr., and Frank R. Hahn for damages based on alleged under-reporting of receipts at the Bay and Royal theatres in Ashland, Wis.

Dick Ford, 54

ATLANTA, Dec. 9.—Funeral services for Richard (Dick) Ford, 54 years of age, who was with the 20th Century-Fox exchange here for the past 33 years, were held here Friday.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

47 Million Circulation...

That is a conservative estimate of the number of people reached by the findings of the *FAME* polls (after allowance for duplication between the coverages of newspapers, magazines, radio and TV).

The reasons for the extraordinarily widespread influence of *FAME* are perfectly clear. *FAME* has never been successfully copied, although it has various imitators. Its standing has never been approached in any of the 19 years that it has presented the *Top Ten Money-Making Stars*—which was *originated* by Quigley Publications.

Most of the key city exhibitors and many others know that, and continue to accord to *FAME* the close cooperation that is essential to accuracy and dependability for a trade poll of box office popularity.

Many of the newspaper and magazine amusement editors, and the wire services and radio and TV station executives, also know it—and accord to *FAME* findings the kind of respect and acceptance that is essential for such widespread dissemination to the public throughout the length and breadth of the land.

And in each of the years, *FAME* has adhered to the still unique quality of its own presentation of the facts for the record. Thousands keep it handy for reference throughout the year. And many preserve each of those always ornate, always-worth-keeping issues as a cumulative record.

The *FAME* polls for this year's audit of personalities in the fields of motion pictures, radio and television now are in active process of fact-finding. The announcements of the results will have an even greater significance than ever before.



FAME IS A QUIGLEY QUALITY PUBLICATION

Tilt Over Watermelon Brings Sunday Films

Nashville, Dec. 9.—The town of Maryville has Sunday films because—of all reasons—a circuit judge held that a man was arrested illegally last summer for selling watermelons on Sunday. Out of the watermelon decision Judge Wayne Oliver declared a 1942 Sunday "blue law" invalid as discriminatory. After this decision H. G. Judkins, manager of the local theatre, arranged for a Sunday schedule, and he does not believe that local sentiment favors passage of a new "blue law" by the city council.

Compo Seminar

(*Continued from page* 1)

production executives for such a conference during the meeting in Hollywood in mid-January of the exhibitor organization's executive board.

A TOA spokesman said here on Friday that if the COMPO Coast seminar were to be held either before or after the TOA executive group's meeting with producer representatives, the exhibitor organization's officials would be reluctant to make two trips to the Coast for the same purpose and hence would be inclined to pass up the COMPO "round table."

At any rate, COMPO's schedule very likely will not allow for the holding of a seminar until late winter or early spring. The "round table" will have to be held following a COMPO board meeting and there is little likelihood that the board members will be able to agree on a date earlier than late January or early February. H. V. (Rotus) Harvey, chairman, has not convened the COMPO seminar committee.

'Movietime' Aid

(*Continued from page* 1)

healthy upturn in business which has been maintained. "Whether or not this is due primarily to 'Movietime U.S.A.,' whether it is due to the fact that pictures this fall were much better, or whether it is due to the fact that people may get a little weary of sitting home, I do not know," he said. "I do know, however, that good pictures today are doing better than they ever did before.

"It has always been true that the motion picture business is among the first enlisted in all types of community work. We have always believed that it is good public relations to indulge in these extra-curricular activities because we always felt that the best public relations are those which encompass the interest and welfare of the entire community," Bergman said.

"On the one hand we must market our commodity to keep ourselves in a healthy financial condition and at the same time we must certainly be mindful of our obligations to the community and to the nation. We think we accomplish this. We think our advertising reflects the kind of pictures we are trying to sell and we think its standards are just as high as any other advertisers."

The Variety Clubs-Will Rogers Memorial Hospital is Open to ALL in the Amusement Industry Without Charge—Sign the 1951 'Christmas Salute'—"Help Care for Our Own."

Review

"Death of A Salesman"

(*Kramer-Columbia*)

ARTHUR MILLER'S acclaim-winning play, "Death of a Salesman," has been provocatively transferred to the screen under the fond guidance of producer Stanley Kramer. Although it is one of the saddest dramas of human tragedy, it is presented movingly and challengingly.

In the focal role of Willy Loman, the salesman whose false values lead to his disintegration, Fredric March turns in a performance of matchless brilliance. He is set off by another outstanding performance, that of Kevin McCarthy, who plays the son, Biff. Others who bolster the drama with professionally competent acting are Mildred Dunnock, as the wife, and Cameron Mitchell as the other son.

The story unfolds in an atmosphere of depression as March, bearing the burden of distorted values, goes down to his doom. A salesman for 34 years, he reaches the sunset of his life knowing that he never was, or would be, the "big man" he wanted to be and pretended he was. Not only does the realization lead to his psychic collapse, but it also engulfs his entire family. What is equally as tragic is that March imbues his values into his sons, so that they too are failures in a very real inner-sense.

There has been applied considerable technical skill to the production, especially in the series of unobtrusive flashbacks that are used to illumine the story. One of the more vivid stamps the film for adults. It is the incident which alters Biff's whole attitude towards his father and life. Going to Boston to elicit his father's help in a school matter, he finds him in a hotel room with another woman. The final end of Willy Loman—a suicide—may meet with opposition from some quarters. Even as Loman rides to his death grandiose fantasies go with him. He sees his funeral attended by very important people.

The picture is serious throughout its 115 minutes, but constantly commands attention and respect. Its appeal may not penetrate certain segments of the film-going public. The serious filmgoer, however, will find this attraction richly rewarding.

The screenplay of Stanley Roberts follows with fidelity the original stage play. Others in the cast are Howard Smith, friend and neighbor, and Royal Beal, dead brother of Willy Loman, who keeps popping up in his mental wanderings. Laslo Benedek directed with a good grip on the harsh realities of the tragedy. George Glass was associate producer of this Stanley Kramer production.

Running time, 115 minutes. Adult audience classification. For February release.

MANDEL HERBSTMAN

Asks New Hearing

(*Continued from page* 1)

hold brief hearings on their petition to intervene at which they could present evidence to support the petition. Commissioner George E. Sterling originally turned down the five corporations—four of them Fanchon and Marco affiliates—and the Commission last week upheld Sterling, with Commissioner Jones dissenting.

The request for the Commission to reconsider was filed Friday by attorney Russell Hardy, who supported the motion with a 23-page brief. It charged that the merger would prevent independent exhibitors from access to television programs originated by UPT-ABC and argued that such theatre television was becoming more and more important in theatre programming. "Competition between the merger and non-merger theatres in television exhibition will be entirely precluded," the brief declared.

The brief repeatedly charged that the proposed merger would violate the anti-trust laws, and said Partmar should have a chance to prove its point. It declared that if the UPT-ABC merger went through, "it is almost bound to be followed by other broadcasting-theatre combinations."

Theatre Complaints

(*Continued from page* 1)

stood the complaints allege that these sales policies violate the price-fixing provisions of the Paramount decree and violate the anti-trust laws generally.

The Justice spokesman would not say anything beyond confirming the fact that there had been complaints and that the Department is checking into the matter.

'U' Coast Meeting

(*Continued from page* 1)

for the release of many top films in the months immediately ahead.

The distribution group is headed by Alfred E. Daff, vice-president and director of world sales, and Charles J. Feldman, domestic sales manager. The production group is headed by Leo Spitz, executive head of production, William Goetz, in charge of production, and Edward Muhl, vice-president and general manager of the studio. Also participating will be David A. Lipton, vice-president in charge of advertising-publicity, Al Horwitz, studio publicity director; Charles Simonelli, Eastern advertising-publicity manager and Philip Gerard, Eastern publicity manager.

9 New Features to Be Shown

In addition to the regular sessions, the visiting executives will be shown nine new features. These include "Francis Covers the Big Town," "The Battle at Apache Pass," color by Technicolor, "Steel Town," Technicolor, "Bend of the River," Technicolor, "Has Anybody Seen My Gal," Technicolor, "Bronco Buster," Technicolor, "Hear No Evil," "Red Ball Express," and "The World in His Arms," Technicolor.

Other sales executives attending will be F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; P. T. Dana, Eastern; James J. Jordan, circuit sales manager, and District Managers James V. Frew, Atlanta; Manie M. Gottlieb, Chicago; David A. Levy, New York; Henry H. Martin, Dallas; Barney Rose, San Francisco; P. F. Rosian, Cleveland, and John J. Scully, Boston.

The company's overseas operation will be represented by Americo Aboaf, vice-president and foreign sales manager of Universal International Films, and Fortunat Baronat, foreign publicity director.

Hit Subversion

(*Continued from page* 1)

and sincere feeling of patriotism."

Sullivan has dubbed this TOA campaign "Operation Patriotism." He described it as "a co-operative program for exhibitors, producers and distributors."

Wolfson wrote to the presidents of the companies as follows: "Although in the past we have frequently deplored the production of so many 'message' pictures, in these days of crisis we feel that this is an opportune time for the 'right message' on our screens—to make the public more fully aware of the priceless rights and rewards of our American way of life and the countless threatening dangers within and without."

The TOA president offered this suggestion: "In the vaults of all film companies I am certain there are many highly patriotic sequences contained in the great films of the past. If such sequences, only a few minutes in length, could be 'lifted' from these pictures and made available to the theatres of the nation, to be used as newsreel clips in keeping the public informed, they would provide patriotic and inspirational messages of inestimable value.

"This is a cooperative venture," he told the presidents, "in which both of us could easily share, and at the same time perform a necessary service to our nation during these uncertain times."

Industry's FCC Bid

(*Continued from page* 1)

should be made against the ban on color theatre TV.

Most of the three-hour session was devoted to details of the probable format of the industry's application to the FCC, which has scheduled hearings on the matter for Feb. 25. The session did not take up the question of "industrial" frequencies versus broadcast channels, a spokesman said. The consensus of the discussion, it was said, was centered on the nature of the arguments the industry will use in seeking channels. One of the arguments, it was stressed, will be the potential of theatre TV programming.

Further joint meetings in the near future on the issues involved will be held.

James L. Fly, MPAA counsel who will present the industry's case to the FCC, was chairman of the meeting. Among those attending were: Ralph Cohen, Columbia; Earl I. Sponable, 20th Century-Fox; Frank Cahill, and Joseph N. Karp, Warner Brothers; E. J. Smith, Jr., RKO Pictures; Theodore Black, Republic; Joseph Vogel, Oscar Doob and Leonard Isaac, Loew's; Richard Hodgson, Paramount; Wilbur Snaper, president of Allied of New Jersey; Si Fabian; Marcus Cohen, NEETC counsel; Nathan Halpern, Theatre Network Television; Andrew Inglis, engineer, and Ralph D. Hetzel, Jr., Sydney Schreiber, and Taylor Mills of the MPAA.

RKO Theatres

(*Continued from page* 1)

dent, and David J. Greene, head of an opposition stockholders' committee which presented its own slate of directors, a large percentage of the 3,914,000 shares eligible to vote are included in the balloting. The counting task is further complicated by the careful scrutiny and frequent challenging of proxies by representatives of both management and the opposition.

The Greene group's challenge of the eligibility of the two Irving Trust Co. employes as proxy counters, which resulted in a four-hour adjournment of Thursday's meeting and the delay in counting the proxies, was resolved by Arthur Driscoll, special counsel for RKO Theatres.

Driscoll pointed out that the company's by-laws provided for two watchers, to be appointed by management, to serve during the inspection and counting of proxies. He proposed that, inasmuch as the by-laws did not prohibit the appointment of "watchers to watch the watchers," the Greene group could name two watchers, also. Isidor Kresel, counsel for the Greene group, accepted the suggestion and the count was begun by the two Irving Trust men with two management representatives and two of Greene's representatives as watchers.

In accepting the proposal, Kresel also, apparently, conceded the legality of the meeting itself, which he had stated earlier might be in doubt. At that time he had stated that the counting of the proxies was basic and that since the eligibility of the counters was challenged, the validity of the meeting itself might be in question. It was then conceded that a quorum was present and the counting of the proxies was begun.

Palace Ups Prices

(*Continued from page* 1)

the evenings, prices will range from $1.20 to $4.80 on Tuesday, Saturday, Sunday and Tuesday nights, Dec. 25, 29, 30 and Jan. 1; $1.20 to $4.20 on Wednesday, Thursday and Friday evenings of Christmas week, and from $2.40 to $7.20 for the New Year's Eve show on Monday night, Dec. 31.

Current prices range from $1.20 to $3 Wednesday and Thursday matinees and $1.20 to $3.60 on Saturday, Sunday and holiday matinees. There are no matinees on the other days. Evening prices range from $1.20 to $3.60 on Tuesday, Wednesday and Thursday evenings, $1.20 to $4.20 on Friday evenings, and $1.20 to $4.80 on Saturday, Sunday and holiday evenings. Currently there are no performances on Monday evenings.

Judy Garland continues to head the bill.

Legion Pledge in L. A.

LOS ANGELES, Dec. 9.—The annual Legion of Decency pledge was administered in all Roman Catholic churches in the Los Angeles Archdiocese today.

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Reviews

"The Girl on the Bridge"

(20th Century-Fox)

IN BIG, broad strokes multiple tragedies are unfolded in this Hugo Haas vehicle. Haas stars, produced, and directed, in addition to sharing story credit with Arnold Phillips.

While Haas' characterization of a lonely immigrant watchmaker who marries a younger girl and commits murder unintentionally to hold on to his newly-found happiness lacks subtlety, it does have appeal. "The Girl on the Bridge" should win a following among the large group of women who find multiple family-life tragedies of popular magazine and radio stories engrossing.

Haas, as David Toman, convinces a young, pretty, unwed mother, Beverly Michaels, who portrays Clara Barker, that it would be unwise to jump off the bridge near his shop. The advice leads first to a friendly relationship between the two, with Haas' warm and good-natured personality finally winning over Miss Michaels to the idea of marriage. The days are happy ones as Haas finds his lonely hours filled with taking care of the baby and his new wife. However, those happy days come to an abrupt end when his wife's former boy friend, Robert Dane, as Mario Venti, returns to the scene. In an effort to block the entrance of Dane's scheming manager into his home, Haas kills him and in a moment of fright disposes of the body which is washed into the sea. It is found a few days later and Dane is accused of the murder. Despite the fact that Dane is freed of the charge, Haas, tortured by his conscience, commits suicide. Dane, who was always well-intentioned, is reunited at the end with Miss Michaels.

Others in the cast include Johny Close, Anthony Jochim, Judy Clark and Maria Bibikoff.

Running time, 77 minutes. General audience classification. For Dec. release.

MURRAY HOROWITZ

"Chicago Calling"

(Arrowhead—United Artists)

AN ADVERSE FATE deals Dan Duryea some unrelenting punishment in "Chicago Calling." In superficial respects the picture resembles Italy's "Bicycle Thief" as it recounts the ordeals that down-and-out Duryea goes through in order to raise $50. Individual parts of the picture are effectively etched and contribute to realistic entertainment, but when seen in the whole it makes for a series of reiterated moods and happenings that lack cumulative impact.

The story is not long underway when Duryea's wife, Mary Anderson, and young daughter, Melinda Plowman leave him. Duryea's drinking causes the marital breakdown, and is also a contributing factor to his unemployment. As though this were not enough retribution for Duryea, he receives a telegram in Los Angeles from Chicago telling him that his daughter has been seriously injured in an auto crash and that his wife will phone him the following day on the outcome of a surgical operation.

The original screenplay by John Reinhardt and Peter Berneis has hard luck close in on Duryea in a pattern of almost classical inevitability. Next a telephone company man comes to remove the phone before Duryea can receive his vital message. His desperate efforts to get $50 to pay the phone bill turn out unfortunately. Here and there Duryea meets a kind soul to help relieve his plight and save his perspective. Finally he gets the message and it is a tragic one.

There are some final compensations for Duryea for he finds in Gordon Gebert, a devoted little friend, someone to replace the lost daughter.

Produced by Berneis and directed by Reinhardt, this Arrowhead Picture is presented by Joseph Justman.

Running time, 74 minutes. General audience classification. Release date, Jan. 11.

MANDEL HERBSTMAN

"Overland Telegraph"

(RKO Radio)

TIM HOLT and his aide, Richard Martin, again are teamed up against the forces of frontier-day evil in "Overland Telegraph." As usual with Tim Holt Westerns, this one rates well. It has greater story development than the routine Western without any sacrifice of action and gunplay.

The villainy in the screenplay, written by Adele Buffington, is motivated by a desire of storekeeper George Nader to sabotage the completion of a telegraph line in order that he may have time to dispose of his stock before a nearby Army post is dismantled. The top czar of the underworld group is Hugh Beaumont and before long he has a run-in with Nader. In the meantime there is a lot of shooting and killings and Holt sets out to see that law and order triumphs.

Gail Davis plays the daughter of the man who has the contract to build the new telegraph line, and she plays the role with a tempestuousness that turns against Holt when she wrongly suspects him of friendship with the underworld.

The story culminates in a furious gun battle between Holt and the badmen but help arrives in time to save him and the day. There remains only the final struggle in which Holt subdues the villain personally.

Herman Schlom produced and Lesley Selander directed.

Running time, 60 minutes. General audience classification. December release.

M. HERBSTMAN

"Help Care for Our Own"—Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital.

Mr. Exhibitor—Are You Doing All You Can on the 1951 'Christmas Salute' to the Variety Clubs-Will Rogers Hospital?

Brill to Realart, Broder

Herbert Brill has been appointed art director of both Realart and Jack Broder Productions here by Budd Rogers, executive vice-president.



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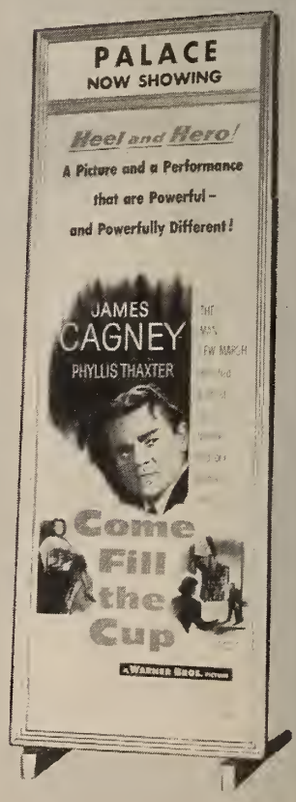
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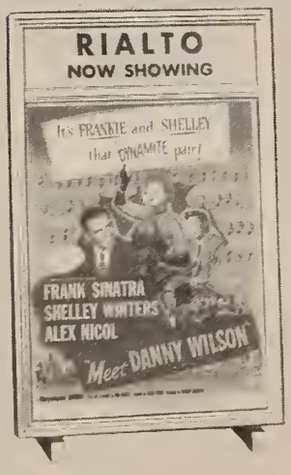
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VOL. 70. NO. 112 NEW YORK, U.S.A., TUESDAY, DECEMBER 11, 1951 TEN CENTS

Minimum of 50 Theatres in New TV Net

Expect 200 Houses in Calif. Alone in 3 Years

SAN FRANCISCO, Dec. 10.—Plans to form a Northern California theatre TV network of at least 50 theatres were disclosed here in the wake of a meeting sponsored by Theatre Television Authority, the new West Coast agency set up to book attractions.

TTA, whose officers met with Northern California theatremen at the St. Francis Hotel, stated that it foresaw a network of 200 large-screen television theatres within three years in California alone and a vast participating theatre group throughout the 11 Western states.

The new company, headed by Kenneth E. Wright, with offices in Sacramento, also announced plans to form a theatre owners TV advisory committee, which will counsel TTA on programming. Charges for program-

(*Continued on page 3*)

Gulf States Allied Meeting on Today

NEW ORLEANS, Dec. 10.—The annual convention of the ATO of the Gulf States will open tomorrow morning and run through Wednesday at the Roosevelt Hotel here. The program will feature a luncheon Wednesday and a cocktail party-dance in the evening, which is to be an all-industry party in connection with the Allied "Movietime in Dixie." The

(*Continued on page 3*)

Wisconsin Meet in Full Swing Today

MILWAUKEE, Dec. 10.—Some 300 registered at the opening today of the "Movietime Convention" of Wisconsin Allied. No convention business sessions were scheduled for the day, with activities devoted entirely to registration and a reception. In the evening exhibitors were invited to a trade showing of "Quo Vadis" at the Century Theatre.

Tomorrow the convention will go into full swing with a drive-in discus-

(*Continued on page 3*)

RKO Theatres Meet Reconvenes Today

Dover, Del., Dec. 10.—The first annual meeting of RKO Theatres stockholders will reconvene here tomorrow when the tabulation of the proxies is expected to be completed.

Counting of the proxies, it was learned, continued at a slow pace today and over the weekend, indicating that the management group led by RKO Theatres' president Sol A. Schwartz and the opposition stockholders group headed by David J. Greene were carefully scrutinizing the ballots.

'Miracle' Appeal to U.S. Supreme Court

ALBANY, N. Y., Dec. 10.—Chief Judge John T. Loughran of the Court of Appeals has signed an order authorizing an appeal to the U. S. Supreme Court on the constitutionality of the board of regents' revocation of licenses for "The Miracle" as "sacrilegious." He did so after hearing Ephram S. London, attorney for Joseph Burstyn, Inc., holder of the American rights.

London contended that the state's

(*Continued on page 3*)

Theatre Efficiency Firm Set by Groves

Hargroves National Service System, an employee training, loss-prevention and loss-protection service for theatres, has been established by Harold L. Groves, former executive vice-president of the defunct Confidential Reports, Inc., he announced here yesterday. Groves is the firm's president.

Already serving some 24 theatre and circuit accounts East of Chicago, the system eventually will be national

(*Continued on page 3*)

'Christmas Salute' Extended to Dec. 31

In viewing the progress made to date in the "Christmas Salute" to tuberculosis patients at Will Rogers Memorial Hospital at Saranac Lake, President R. J. O'Donnell observed that "indications, based on the rate at which individual and corporate contributions are appearing, and at the rate the completed Christmas Scrolls

(*Continued on page 3*)

'Vadis,' 'Story,' 'Two Tickets' Top New York Grosses

"Quo Vadis," "Detective Story," and "Two Tickets to Broadway" are holding up nicely in this pre-Christmas off week. While among the newer arrivals, a robust box-office is forecast for "The Strange Door" at the Criterion and a fairly good gross is seen for the first week of "I'll See You in My Dreams" at Radio City Music Hall.

The Capitol is expected to do an excellent $62,000 for the fifth week of "Quo Vadis," while a healthy $23,000 is seen for the same film in its fifth week at the two-a-day Astor. At the Mayfair, a big $34,200 is forecast for the fifth inning of "Detective Story." "Two Tickets to Broadway," with Patti Page on stage, is expected to hit a nice $50,000 for its third and final week. It will be replaced tomorrow by "The Racket," with Pearl Bailey heading the stage bill.

At Radio City Music Hall, now headlining the Christmas pageant on stage, a good $135,000 is estimated for the first week of "I'll See You in My Dreams." A fairly nice $60,000 is seen for "I'll Never Forget You" at the Roxy, which is featuring Carol Bruce on stage.

For the first week of "The Strange Door" at the Criterion, a fine gross of $21,500 is forecast. Among the con-

(*Continued on page 3*)

Settlement Reached In S. & S. Action

CINCINNATI, Dec. 10.—An out-of-court settlement has been arrived at in the S. and S. Amusement Corp., $3,750,000 triple-damage anti-trust action filed last May against major distributors, RKO Midwest Corp., and the Cino Theatre Co.

The action was dismissed "with prejudice," which means it cannot be reopened. The litigants refused to disclose if a monetary settlement was made.

72 Towns Covered By 'Movietime' Unit

NEW ORLEANS, Dec. 10.—Following a six-day schedule that carried them into 72 cities and towns in the New Orleans exchange area, Hollywood's roving ambassadors that made up the "Movietime in Dixie, U. S. A." tour left here for the West Coast today.

The cavalcade was composed of players George Murphy, Robert

(*Continued on page 3*)

U-I Sets 12 For First 4 Months of '52

Six Are in Technicolor, Daff, Feldman Report

HOLLYWOOD, Dec. 10. — Twelve major features, six of them with color by Technicolor, will be released by Universal Pictures during the first four months of 1952, it was announced by Alfred E. Daff, director of world sales for the company, and Charles J. Feldman, domestic sales manager. The schedule of the forthcoming releases was made public as the highlight of the opening day's session of production, distribution and promotion executives assembled here from all sections of the country.

The schedule of releases for the next four months follows:

For January; "Flame of Araby," Technicolor, starring Maureen O'Hara and Jeff Chandler, "The Cimarron Kid," Technicolor, starring Audie Murphy and Yvette Dugay, "Finders Keepers," starring Tom Ewell, Julia Adams and Evelyn Var-

(*Continued on page 3*)

TOA Gets D. of J. Arbitration Views

The Department of Justice's "primary concern" with any plan of film industry aribtration that may be devised would be that "it did not conflict with or make ineffective the anti-trust laws and the judgments against motion picture companies under those laws," H. G. Morison, Assistant U. S. Attorney-General, has informed Mitchell Wolfson, president

(*Continued on page 3*)

Albany TOA Groups To Meet Dec. 17-18

ALBANY, N. Y., Dec. 10.—The temporary directors of the reactivating Albany Theatre Owners of America today sent a letter to 278 theatres of the exchange district inviting owners and managers to attend a combined luncheon and meeting at the Ten Eyck Hotel here, Dec. 17, and at the Hotel Woodruff in Watertown, Dec. 18. The letter stated that "a group of your fellow exhibitors is striving to reactivate and reorganize the Al-

(*Continued on page 3*)

NEWS in Brief . . .

RKO Radio Pictures is negotiating for the U. S. release of "Rashomon," the Japanese motion picture which won the Grand Prize at the recent Venice International Film Festival. The picture will be the opening attraction at the newly-rebuilt Little Carnegie Theatre here on Christmas Day, it was announced here by Jean Goldwurm and George Schwartz, owners of the theatre.

•

Harold A. Wise, president of Macfadden Publications, and Mrs. Alice Thompson, publisher and editor-in-chief of *Seventeen* magazine, have accepted the chairmanship and co-chairmanship, respectively, of the magazines division in the current polio appeal in Greater New York, Louis H. Pink, general chairman of the city wide, $4,000,000 drive, has announced.

•

Inter-Mountain Theatre Supply Co., of Salt Lake City, Utah, has negotiated a contract with Altec Service Corp. to render installation supervision in connection with the sale of Simplex sound systems in the Salt Lake area, it is reported here by H. M. Bessey, Altec executive vice-president.

•

ST. LOUIS, Dec. 10.—The St. Louis Theatre here, a first-run house operated by Fanchon and Marco's St. Louis Amusement Co., has closed until Christmas, when it will reopen with "Detective Story." The Shubert, a first-run house which closed Saturday, is also scheduled to reopen Christmas Day.

•

CLEVELAND, Dec. 10.—P. L. Tanner has sold his Film Transit Corp. to Karl Roesch and H. Richard Stickel, neither of whom have ever been associated with the film business, but he retains the presidency of the organization which he founded and has headed for the past 37 years. In announcing the sale Tanner states there will be no change in operating policy. The new owners will not be active in the business which will be under the general management of Arthur A. Marchand, Tanner's assistant for more than 25 years.

•

CHICAGO, Dec. 10.—The three per cent city theatre tax collections were down again here last month. November collections (on October receipts) were approximately $7,900 below both the previous month and November of last year at $89,285.14. Collections for 1951 to November 30 were $1,035,054.36 against $1,203,326.39 for the corresponding period of 1950. Tax collections for all amusements in Chicago to date were down approximately $195,000 from a like period last year.

•

HOLLYWOOD, Dec. 10.—Studio craft workers averaged $105.69 weekly earnings during October, which compares with $103.47 during September and $104.29 in October a year ago, according to a California Department of Industrial Relations monthly report. Increases recently negotiated by a majority of studio unions are expected to be reflected in the next report.

Personal Mention

EDWIN W. AARON, Western sales manager for 20th Century-Fox, is in New Orleans to attend the Gulf States Allied Theatre Owners meet. Tomorrow he will meet with Southern division manager, HARRY BALLANCE, in Atlanta. He will return here on Monday.

•

LOU J. KAUFMAN, Warner Brothers home office executive, left here over the weekend for Cleveland and Pittsburgh and will return to New York at the end of the week.

•

DAVID GOLDING, director of advertising and publicity for Samuel Goldwyn Productions, will return here today from Boston, Chicago and Detroit.

•

WILLIAM RICHARDSON, president of Astor Pictures of Georgia, was in Alabama from Atlanta.

•

WILLIAM FOX, industry pioneer, is recuperating at Doctors Hospital here.

JOSEPH R. ALLENDORF has been appointed assistant general sales manager of Eastman Kodak Co.

•

MIKE SIMONS, M-G-M home office assistant to H. M. Richey, left here yesterday by plane for New Orleans to attend the Gulf States Allied Theatre Owners convention. He is due back here Thursday.

•

JOSEPH D. KARP of Warner Brothers home office legal department, last evening addressed the Copyright Institute of the Federal Bar Association at the U. S. Court House here on "Copyright Litigation."

•

MAURICE A. BERGMAN, Universal Pictures executive in charge of public relations, is in New York Hospital being treated for an infection.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, returns to Hollywood today from Chicago.

Set Benefit Plans For 'Dreams' Bow

CHICAGO, Dec. 10.—Samuel Cardinal Stritch, Archbishop of Chicago, has been named chairman of the board for the Dec. 27 benefit performance of Warner Brothers' "I'll See You in My Dreams," at the Chicago Theatre. The performance will aid in the campaign to raise $1,000,000 for the St. Jude Hospital Fund.

Serving on the benefit committee are John Cuneo, Raleigh Warner, Chauncey McCormick, Joseph B. Kennedy, Philip K. Wrigley, and others.

Provide for Controls Over Radio, TV

WASHINGTON, Dec. 10.—President Truman late today signed an executive order providing emergency controls over radio and television in case of an actual or threatened enemy air attack on this country.

The controls are designed to prevent an enemy from using radio or TV signals as guiding beams for planes, guided missiles or other devices. Presidential press secretary Joseph Short said the procedures, which give the Federal Communications Commission authority to put plans into effect to minimize radio and TV station radiations, had been worked out in conferences between the FCC and radio and TV broadcasters and were acceptable to the industry.

Francis C. Masterson

Francis C. Masterson, father of Rev. Patrick J. Masterson, executive secretary of the National Legion of Decency, died yesterday morning. Funeral services will be held Thursday at 10:30 A. M., at St. Peter's Church, New Brighton, Staten Island. The remains will repose at Casey's Funeral Home, 187 Victory Boulevard, Silver Lake, S. I. Burial will be at Calvary Cemetery.

WMGM Here Joins Liberty Network

Metro-Goldwyn-Mayer's radio station here, WMGM, will be the New York affiliate of the Liberty Broadcasting System, it was announced here yesterday by Bertram Lebhar, Jr., station director, and Gordon B. McLendon, WMGM president.

James H. Foster, executive vice-president of the network, said that WMGM's deal between M-G-M Radio Attractions and the Mutual Broadcasting System regarding the programming of motion picture properties would not be affected by the affiliation.

David Brown in New 20th-Fox Story Post

Twentieth Century-Fox has inaugurated a new system of story operation with the appointment of David Brown as managing editor in California of the department. Brown will coordinate and facilitate all phases of material investigation, search and procurement, under story editor Julian Johnson. James B. Fisher and Coles Trapnell will continue as associate editors.

Brown, who recently resigned as managing editor of *Cosmopolitan Magazine* in New York, will assume his new duties in the studio on Jan. 7.

Bernard McGuire, 49, After Brief Illness

Bernard J. McGuire, 49, of Universal Pictures' sales promotion department and a veteran of more than 25 years with the company, died of pneumonia at St. Vincent's Hospital here on Friday after a brief illness.

Services will be held tomorrow from the Edward F. Donovan Funeral Home, West 14th Street at 9:30 A.M., with a Requiem Mass at St. Bernard's Roman Catholic Church at 10 A.M.

Put the Finger on Theatre As 'Unsafe'

Atlanta, Dec. 10 — DeKalb police are attempting to find distributors of a card containing printing material alleging the Emory Theatre here is "dangerous" because of fire.

DeKalb Fire Chief Mike Lynch said he has investigated the theatre and found that "it is one of the safest theatres in DeKalb county."

The cards are signed by the Citizens Volunteer Committee of DeKalb County (Union Label Division). The Emory does not have union operators. Hoyt Sutton, DeKalb police chief, said police have been unable to establish the idenity of the organization.

Dec. 19 Testimonial For Henry Needles

HARTFORD, Dec. 10. — Several hundred persons, representing the motion picture industry throughout the Northeast, are expected to attend a testimonial dinner on Dec. 19 in the Hotel Bond, Hartford, honoring Henry L. Needles, veteran showman, who recently resigned as Hartford district manager of Warner Theatres.

Needles is returning to independent exhibition as managing director of the 700-seat Art Theatre, Hartford, which is scheduled to open a first-run foreign film policy on Dec. 26.

Lou Cohen, manager of Loew's Poli, and Jim McCarthy, of Warner's Strand, are co-chairmen, with Bill Mortensen, former mayor of Hartford, now managing director of Bushnell Memorial Auditorium, as toastmaster. Honorary chairmen are: Martin J. Mullin, Hy Fine, E. A. Cuddy, Chester Stoddard, Ben Rosenberg, Ray McNamara, Harry F. Shaw, Lou Brown, Fred Greenway, Herman M. Levy, Richard F. Walsh, Rube Lewis, Charles North, Michael Rogers, I. J. and B. E. Hoffman, and Allen M. Widem.

NEW YORK THEATRES

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in person PEARL BAILEY
BOBBY WAYNE · BERNIE MANN and the All-American Band
LEE MARX
Extra HENNY YOUNGMAN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

NEW YORK STATE winners in Paramount's National Art Competition, set up as promotion for "Samon and Delilah," will be named today in a judging held at the Hotel Gotham in New York, with Vincent Trotta, well-known industry artist, Roy W. Tillotson, president of the Art Directors Club, and Arthur W. Brown, determining the final $2,000 award for the United States and Canada. Runners-up have been notified in first, second and third places in the local competition. Paintings, based on a theme inspired by the Cecil B. DeMille Technicolor film, will be on display at the Gotham through Wednesday.

•

More space for national magazines is being reserved for the forthcoming reissue of Walt Disney's "Snow White and the Seven Dwarfs" than ever used before, with pages scheduled for *Look, Life, Time, Woman's Home Companion, McCalls, Good Housekeeping, Saturday Evening Post, Redbook, Cosmopolitan, Parents', Woman's Day, Family Circle*, the fan magazines and Sunday supplements. The National Biscuit Co. has ordered 2,250,000 fill-in pictures and 15,000,000 "Snow White" labels in their tieup campaign, with 80-line ads in extensive newspaper advertising.

•

Look magazine makes no attempt to conceal the fact that they like "The Blue Veil" and in a feature review they have nothing but praise for the picture. It makes a full-page, with two illustrations, and editorial comment. RKO has been so pleased with the review they have made blow-ups of advance proofs and have them on display in theatre lobbies, ahead of the magazine on the newsstands.

•

With the New York premiere of 20th Century-Fox's "Decision Before Dawn," scheduled for the Rivoli Theatre in the latter part of December, the publishers of Pocketbooks, the 25-cent re-print house, are gearing their thousands of citywide and national outlets in one of the hardest-hitting book promotions in recent years. The coordinated effort will include 100,000 multi-colored posters, together with colorful window and inside displays. The Pocketbook edition has eight pages of stills from the film, as an unusual addition to benefit theatre sales.

•

The January fashion parade will be spotlighted from Coast-to-Coast with a combined magazine and department store promotion featuring career girl clothes, in behalf of 20th Century-Fox's new comedy, "The Model and the Marriage Broker," scheduled for release after the first of the year. *Modern Screen* for February, out Jan. 7th, will devote five pages to the story, with a full-color, full-page photograph of Jeanne Crain, star of the picture. A host of department stores are backing the promotion with intensive newspaper ads, cocktail parties for the press and fashion shows. Store cooperation will be keyed to local theatre playdates of the film. WALTER BROOKS

'Vadis,' 'Story,' 'Tickets'

(*Continued from page* 1)

sistent grossers, "The Lavender Hill Mob" at the Fine Arts Theatre is expected to do another excellent $10,000 for its eighth week.

A not-too-good $17,000 is seen for the first stanza of "Callaway Went Thataway" at Loew's State, while a fair $25,000 is estimated for the first week of "The Tanks Are Coming" at the Warner.

"Death of A Salesman" will bow in at the Victoria on Dec. 20, replacing "Ten Tall Men," which is expected to rack up a fair $12,000 for its seventh week. "Fixed Bayonets" at the Rivoli is forecast to do a rather tepid $10,000 for its third week. "Decision Before Dawn" bows there Dec. 21. Another excellent $10,000 is estimated for the 14th week of "The River" at the Paris Theatre, while a fine $7,400 is seen for the fifth inning of "The Clouded Yellow" at the Park Avenue. "Adventures of Captain Fabian" at the Globe will replace "Crosswinds" on Thursday. The first and final week of "Crosswinds" is forecast to do a slow $10,000. At the Normandie, "Pandora and the Flying Dutchman" is expected to do an excellent $18,700 for its initial week at the new theatre.

A healthy $6,200 is seen for the sixth week of "The Browning Version" at the Sutton, while a good $7,000 is estimated for the second inning of "The Man with the Cloak" at the Trans-Lux 52nd Street. "Days of Our Years" at the Trans-Lux 60th Street will be pulled Saturday following a disappointing first week of $2,700. "The Galloping Major" is the next attraction there. A passable $3,400 is seen for the second and final week of "Pool of London" at the Trans-Lux 72nd Street, which will be replaced Friday by the reissue of "Caesar and Cleopatra."

'Christmas Salute'

(*Continued from page* 1)

are being recorded, the 1951 Christmas Salute should attain its goal."

"There still is much to be done," said O'Donnell, "therefore the campaign will be held open until the end of December to enable those still having scrolls in circulation, to complete them, and return them to the campaign office."

O'Donnell reports that the hospital management recognizes and appreciates the excellent cooperation of the trade press in making the industry more fully aware of its relationship to the institution, and states that, to it, and "to the unselfish and intelligent work done by the vast national network of men in the industry, so ably directed by C. J. Feldman, national distribution chairman, and to Sam Switow, National Exhibition Chairman, can be credited much of the success of the Christmas Salute."

In New TV Net

(*Continued from page* 1)

ming, it was disclosed will be based on a "uniform formula" of equal costs according to the seating capacity of the theatre. It was estimated that line costs would be approximately $3,000 for audio and video facilities in any month for a five-theatre hook-up with line charges decreasing as additional theatres are added to the network.

72 Towns Covered

(*Continued from page* 1)

Stack, Bruce Bennett, Charlton Heston, Lydia Clark, Preston Foster and his wife, Julia Adams, Adrian Booth and David Brian; directors Fred De Cordova and Joe Lewis; producers Maxwell Shane, Irving Asher and Robert Fellows, and writers Leonard Stern and Dorothy Hughes.

Set N. J. Allied Dinner

All who are associated with the film industry in the New York Metropolitan area have been invited by Allied of New Jersey to attened its annual "Beefsteak Get-Together" at the Ritz Restaurant, Passaic, on Dec. 20, Wilburn Snaper, president of the organization, has announced Lou Gold is chairman of arrangements.

Efficiency Firm

(*Continued from page* 1)

in scope and will solicit in time all so-called service industries, among which are theatres, hotels and gasoline stations, Groves said.

Being offered to exhibitors on a yearly contract basis at weekly charges ranging from $4.35 to $18.75, the Hargroves service will even "blind check" theatre attendances for theatres, Groves added, explaining that the firm is making itself available only to theatres, for the present. Unlike the new Jack Levin Associates checking and research service, Hargroves will not serve distributors, he said.

The Hargroves service will report on the condition of theatres from the patron's point of view, will test-check employee efficiency and will provide theatre managers, ushers and cashiers with bulletins dealing with a wide range of subjects, including methods of detecting inventory shortages, counterfeit money, forgeries, fraudulent refunds, padded payrolls and employee dishonesty, it was explained by Groves.

Gulf States Allied

(*Continued from page* 1)

annual banquet is to be held on Wednesday evening.

The meeting will attract many New Yorkers and national Allied will be represented by Treasurer Charles Niles of Anamosa, Iowa. Film prices and competitive bidding will be the two top topics discussed at the meeting. Max E. Youngstein, United Artists vice-president and national director of advertising-publicity, will be one of the featured speakers at the convention.

Wisconsin Meet

(*Continued from page* 1)

sion in the morning headed by Sig Goldberg. The afternoon business meeting will be open to all branches of the industry.

Hold Up Paris Theatre

The Paris Theatre here was held up Sunday night by two armed bandits while 350 persons were watching the show. The men escaped with $2,668.

U-I Sets 12

(*Continued from page* 1)

den, and the general release of "Bright Victory," starring Arthur Kennedy and Peggy Dow.

February releases are: "Bend of the River," Technicolor, starring James Stewart, Arthur Kennedy, Julia Adams and Rock Hudson, "Meet Danny Wilson," starring Frank Sinatra, Shelley Winters and Alex Nicol, and "Here Come the Nelsons," starring Ozzie, Harriet, Ricky and David Nelson.

For March, scheduled are "Steel Town," Technicolor, starring Ann Sheridan, John Lund and Howard Duff, "Hear No Evil," starring Tony Curtis, Jan Sterling and Mona Freeman and "The Treasure of Lost Canyon," Technicolor, starring William Powell, Julia Adams and Charles Drake.

April releases will be "Ma and Pa Kettle At the Fair," starring Marjorie Main and Percy Kilbride and "The Battle At Apache Pass," Technicolor starring Jeff Chandler and John Lund with Beverly Tyler and Susan Cabot.

'Miracle' Appeal

(*Continued from page* 1)

highest court erred in upholding the power of the regents to ban public exhibition of "The Miracle." He had argued that motion picture censorship is unconstitutional, that "sacrilegious" can not be legally defined and that the regents lacked the power to reverse the motion picture division, State Education Department, which twice issued permits for "The Miracle."

The opinion was expressed here that the case may not be reached by the nation's highest court before the October 1952 term.

TOA Gets D. of J.

(*Continued from page* 1)

of the Theatre Owners of America.

Morison's statement was received in the form of a letter by TOA in New York. It was in reply to a letter from Wolfson which urged arbitration as the method for alleviating exhibitor grievances in the trade practice sphere.

Wolfson's letter to the Department offered comments on allegations by Emmett Thurmon, Denver attorney, that "lock-selling," the favoring of individuals or circuits and other violations of the Federal Court's industry anti-trust suit decree are prevalent. Thurmon's charges were contained in a letter which he sent to the Department recently. The attorney sent a copy of his letter to Wolfson.

Albany TOA Groups

(*Continued from page* 1)

bany exchange area branch of Theatre Owners of America, and for that purpose have formed a temporary acting committee." The luncheon, it explained, is "on the house."

"All of you read the trade papers and know what progress TOA has made on a national scale; there is no reason why a similar success should not be had here in the Albany exchange area on a local level," continued the letter. "TOA has something to offer all of us, and to describe this in detail and to answer questions, we have arranged for Gael Sullivan, TOA's national executive director, and Si Fabian to attend these meetings."

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Nov. 4	(Nov. Releases) THE BAREFOOT MAILMAN (Color) Robert Cummings Terry Moore CD—83 min. (Rev. 11/9/51) SON OF DR. JEKYLL Louis Hayward Jody Lawrance D—77 min. (Rev. 11/1/51) HARLEM GLOBETROTTERS Thomas Gomez Dorothy Dandridge D—80 min. (Rev. 10/29/51) VALLEY OF FIRE Gene Autry O—63 min. (Rev. 11/19/51)	FBI GIRL Cesar Romero George Brent D—74 min. (5002) (Rev. 11/19/51)	AN AMERICAN IN PARIS (Color) Gene Kelly M—113 min. (Rev. 8/28/51)	LAWLESS COWBOYS Whip Wilson O—58 min. (5155)	SEA HORNET Rod Cameron Adele Mara D—84 min. (5102) (Rev. 9/25/51)	(Nov. Releases) WHEN WORLDS COLLIDE (Color) Richard Derr D—81 min. (5106) (Rev. 8/28/51) SUBMARINE COMMAND William Holden Nancy Olson D—87 min. (5107) (Rev. 8/29/51) DETECTIVE STORY Kirk Douglas Eleanor Parker D—103 min. (5111) (Rev. 9/24/51)	(Nov. Releases) THE RACKET Robert Mitchum Robert Ryan D—88 min. (210) (Rev. 10/19/51) TWO TICKETS TO BROADWAY (Color) Tony Martin Janet Leigh M—106 min. (264) (Rev. 10/11/51) THE WHIP HAND Elliott Reid D—82 min. (212) (Rev. 10/23/51) JUNGLE OF CHANG Semi-Documentary 67 min. (208) (Rev. 11/9/51)	(Nov. Releases) LET'S MAKE IT LEGAL Claudette Colbert MacDonald Carey C—77 min. (Rev. 10/22/51) ANNE OF THE INDIES (Color) Jean Peters Louis Jourdan D—81 min. (Rev. 10/19/51) GOLDEN GIRL (Color) Mitzi Gaynor Dale Robertson OM—108 min. (Rev. 11/7/51)	FORT DEFIANCE (Color) Dane Clark O—81 min. (Rev. 11/9/51)	(Nov. Releases) THE LADY PAYS OFF Linda Darnell Stephen McNally CD—80 min. (202) (Rev. 10/24/51) CAVE OF OUTLAWS (Color) MacDonald Carey Alexis Smith O—75 min. (201) (Rev. 10/23/51) THE RAGING TIDE Shelley Winters Richard Conte Stephen McNally D—93 min. (203) (Rev. 10/18/51) THE LAVENDER HILL MOB Alec Guinness Stanley Holloway CD—82 min. (280) (Rev. 10/17/51) THE BROWNING VERSION Michael Redgrave Jean Kent D—90 min. (281) (Rev. 10/30/51)	CLOSE TO MY HEART Ray Milland Gene Tierney D—90 min. (107) (Rev. 10/8/51)
Nov. 11		SUPERMAN AND THE MOLE MEN George Reeves Phyllis Coates D—58 min. (5030)	THE UNKNOWN MAN Walter Pidgeon Ann Harding D—86 min. (Rev. 10/17/51) TOO YOUNG TO KISS Van Johnson June Allyson C—91 min. (Rev. 10/29/51)	FLIGHT TO MARS (Color) Marguerite Chapman Cameron Mitchell D—72 min. (5108) (Rev. 11/9/51) CRAZY OVER HORSES Leo Gorcey CD—65 min. (5114)		STREET BANDITS Penny Edwards Robert Clarke D—54 min. (5130) (Rev. 11/19/51) DESERT OF LOST MEN Alan "Rocky" Lane O—54 min. (5063)				THE TANKS ARE COMING Steve Cochran Philip Carey D—90 min. (108) (Rev. 11/1/51)
Nov. 18				THE LONGHORN Wild Bill Elliott O—70 min. (5223) (Rev. 10/9/51)					(Renown) A CHRISTMAS CAROL Alastair Sim D—86 min. (Rev. 11/1/51)		
Nov. 25		THE GREAT ADVENTURE Dennis Price Jack Hawkins D—75 min. (5021)	THE LIGHT TOUCH Stewart Granger Pier Angeli D—110 min. (Rev. 11/7/51)	TEXAS LAWMEN Johnny Mack Brown O-54 min. (5146)		THE WILD BLUE YONDER Wendell Corey Vera Ralston D—98 min. (Rev. 11/30/51)			(Philip A. Waxman) THE BIG NIGHT John Barrymore, Jr. D—75 min. (Rev. 11/9/51)		STARLIFT Doris Day Gordon MacRae MC—103 min. (109) (Rev. 11/1/51)
Dec. 2	(Dec. Releases) TEN TALL MEN (Color) Burt Lancaster D—97 min. (Rev. 10/25/51) THE FAMILY SECRET John Derek Lee J. Cobb D—85 min. (Rev. 10/19/51) MAN IN THE SADDLE (Color) Randolph Scott Joan Leslie O—87 min. (Rev. 11/15/51) PURPLE HEART DIARY Frances Langford Judd Holdren MD—73 min. (Rev. 11/19/51) PECOS RIVER Charles Starrett Smiley Burnette O—55 min. (Rev. 11/30/51)		CALLING BULLDOG DRUMMOND Walter Pidgeon D—80 min. (Rev. 10/19/51)	NORTHWEST TERRITORY Kirby Grant Chinook D—61 min. (5124)	(Dec. Releases) SILVER CITY (Color) Yvonne De Carlo Edmond O'Brien O—90 min. (Rev. 10/2/51) MY FAVORITE SPY Bob Hope Hedy Lamarr C—93 min. (5110) (Rev. 10/5/51)	PALS OF THE GOLDEN WEST Roy Rogers Dale Evans O STORMBOUND Constance Cowling Andrea Checchi D—60 min. (5402)	(Dec. Releases) DOUBLE DYNAMITE Groucho Marx Jane Russell C—80 min. (Rev. 11/9/51) ELOPEMENT Clifton Webb Anne Francis C—82 min. (Rev. 11/9/51) I'LL NEVER FORGET YOU (Color) Tyrone Power Ann Blyth D—90 min. (Rev. 12/7/51)	(Dec. Releases) THE GIRL ON THE BRIDGE Hugo Haas Beverly Michaels D—77 min. (Rev. 12/10/51) FIXED BAYONETS Richard Basehart Michael O'Shea D—92 min. (Rev. 11/21/51) ELOPEMENT Clifton Webb Anne Francis C—82 min. (Rev. 11/9/51) I'LL NEVER FORGET YOU (Color) Tyrone Power Ann Blyth D—90 min. (Rev. 12/7/51)		(Dec. Releases) THE STRANGE DOOR Charles Laughton Boris Karloff D—81 min. (204) (Rev. 11/19/51) WEEK-END WITH FATHER Van Heflin Patricia Neal C—83 min. (206) (Rev. 11/23/51)	(Re-release) CAPTAIN BLOOD Errol Flynn Olivia de Havilland D—98 min. (110) (Rev. 12/19/35)
Dec. 9		TALES OF ROBIN HOOD Robert Clarke Mary Hatcher D—59 min. (5008)									
Dec. 16			CALLAWAY WENT THATAWAY Howard Keel Dorothy McGuire CD—81 min. (Rev. 11/15/51)			CAPTIVE OF BILLY THE KID Alan "Rocky" Lane O					
Dec. 23			IT'S A BIG COUNTRY Ethel Barrymore Van Johnson D—89 min. (Rev. 11/20/51)	STAGE TO BLUE RIVER Whip Wilson O—55 min. (5156)					(Ross-Stillman) THE LADY SAYS NO David Niven Joan Caulfield C—80 min. (Rev. 11/23/51)	(Jan. Releases) FLAME OF ARABY (Color) Maureen O'Hara Jeff Chandler D—77½ min. (207) (Rev. 11/26/51)	OISTANT DRUMS (Color) Gary Cooper OD—101 min. (111) (Rev. 11/29/51)
Dec. 30	(Jan. Releases) BOOTS MALONE William Holden Johnny Stewart D—103 min. INOIAN UPRISING (Color) George Montgomery O STORM OVER TIBET Diana Douglas Rex Reason D—87 min. THE OLO WEST Gene Autry O SMOKY CANYON Charles Starrett Smiley Burnette O	FOR MEN ONLY Paul Henreid Margaret Field D—96 min. (5102)	WESTWARD THE WOMEN Robert Taylor Denise Darcel O—118 min. (Rev. 11/19/51)	THE STEEL FIST Roddy McDowall Kristine Miller D—73 min. (5217)	(Jan. Release) HONG KONG (Color) Ronald Reagan Rhonda Fleming D—91 min. (Rev. 11/15/51)		(Jan. Releases) ON DANGEROUS GROUND Ida Lupino D—82 min. (Rev. 11/30/51) (Goldwyn) I WANT YOU Dana Andrews Dorothy McGuire D—102 min. (251) (Rev. 11/1/51) TEMBO (Color) Howard Hill (Semi-Documentary)	(Jan. Releases) THE MODEL AND THE MARRIAGE BROKER Jeanne Crain Scott Brady CD—103 min. (Rev. 11/27/51) DECISION BEFORE DAWN Richard Basehart Gary Merrill D—119 min. (Bernhard Prods.) JAPANESE WAR BRIDE Shirley Yamaguchi D	(Justman) CHICAGO CALLING Dan Duryea Mary Anderson D—74 min. (Rev. 12/10/51) (Dougfair Prods.) ANOTHER MAN'S POISON Bette Davis Gary Merrill D	BRIGHT VICTORY Arthur Kennedy Peggy Dow D—97 min. (208) (Rev. 7/20/51) FINDERS KEEPERS Tom Ewell Julia Adams C—74 min. (211) THE CIMARRON KID (Color) Audie Murphy Beverly Tyler O—84 min. (213)	I'LL SEE YOU IN MY DREAMS Doris Day Danny Thomas MD—110 min. (112) (Rev. 12/6/51)
Jan. 6		MAN BAIT George Brent Marguerite Chapman D (5103)	PANOORA AND THE FLYING OUTCHMAN (Color) James Mason Ava Gardner D—123 min. (Rev. 10/11/51)	OUTLAW TOWN Johnny Mack Brown O (5241)		WOMAN IN THE DARK Penny Edwards Ross Elliott D					
Jan. 13											

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 113 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 12, 1951 TEN CENTS

TVA Offers Peace Bid To SAG, SEG

Meet Asks '4A' Board To Take Up Disputes

A two-point proposal to end the jurisdictional dispute between the Screen Actors Guild and Screen Extras Guild on one hand and Television Authority on the other was disclosed here yesterday following the conclusion of a three-day TVA convention at the Park Sheraton Hotel.

The recommendation calls upon the international board of the "4A's" talent guild to pass a resolution altering its resolution granting TVA jurisdiction over talent in TV films. The proposed amendment would put all areas of dispute into the hands of the 4A's, taking the disputes from TVA. Following such action, the convention resolution urges the SAG and SEG to attend a meeting called by the 4A's in an effort to come to an "equitable agreement" which would form the basis for the introduction and passage

(*Continued on page 6*)

July 1, '52 Set As Deadline for TVA Merger Plan

A deadline date of July 1, 1952 was set for the proposed merger of the five branches of the "4A's" with Television Authority in a resolution passed by the TVA convention here at the Park Sheraton Hotel, it was disclosed yesterday.

The five branches are Actors Equity Association, Chorus Equity Association, American Federation of Radio Artists, American Guild of Musical Artists, and the American

(*Continued on page 6*)

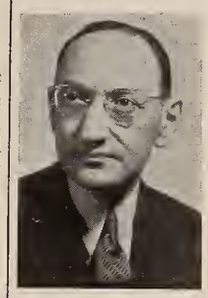
Gulf Allied Opens 5th Annual Meet

NEW ORLEANS, Dec. 11.—The fifth annual convention of the Allied Theatre Owners of the Gulf states got under way here today at the Roosevelt Hotel with the largest attendance in its history on hand to hear Max Youngstein of United Artists call for united support of the Council of Motion Picture Organizations and

(*Continued on page 2*)

6 State Censor Boards Cost $1,800,000 A Year

MILWAUKEE, Dec. 11.—State censorship of motion pictures costs the film business about $1,800,000 annually, Leon Bamberger, sales promotion manager of RKO Pictures, today told delegates to the convention of Allied Independent Theatre Owners of Wisconsin, in session at the Hotel Schroeder here. Censorship in Ohio alone last year cost distributors $300,000, he said.



Leon Bamberger

And, Bamberger continued, "if we add to that the expense each distributor has in maintaining a department to deal with this censorship, the expense of cutting pictures and the cost to the producers in trying to avoid the many idiosyncrasies of each of the state boards—the total cost would no doubt at least double that $1,800,000. In times like these especially, this wholly non-productive expense becomes truly

(*Continued on page 4*)

Companies on Long Holiday Weekend

Most film home offices here will observe a four-day Christmas holiday weekend, remaining closed from the end of business on Friday, Dec. 21, until Wednesday morning, Dec. 26. Companies reporting this arrangement are M-G-M, Paramount, RKO Pictures, 20th Century-Fox, Universal-International and Warner Brothers. Other majors are expected to follow similarly. Monogram will observe a stagger system with half of its employes taking Monday, Dec. 24, as a holiday and the other half on Monday, Dec. 31.

300 Hear Marcus Open Allied Meet

MILWAUKEE, Dec. 11. — Some 300 heard Ben Marcus, president of Wisconsin Allied open the "Movietime Convention" here by applauding the membership for their support, saying: "The Wisconsin Allied has the largest membership, percentagewise, of any unit in the country." He told of the achievements during the past year, including the proposed drive-in code to restrain "these drive-in fly by nights."

He attacked terms and unjustifiable

(*Continued on page 2*)

Grievance Panel Is Set in Carolinas

A local-level grievance panel for the Charlotte territory was named yesterday by Robert E. Bryant, president of the Theatre Owners of North and South Carolina, TOA national headquarters reported here.

The panel includes three Carolina exhibitors: A. Fuller Sams, Jr., Statesville, N. C., chairman; Harold Armistead, Jr., of Easley, S. C., and J. Francis White of Charlotte. Alternate members are J. B. Harvey of Clover, S. C., and Alfred Starr of

(*Continued on page 2*)

Films Not So Big in Los Angeles, Globe Girdling Mayor Bowron Tells Londoners

London, Dec. 11.—Los Angeles' mayor, 64-year-old Fletcher Bowron, wanted London to know that Hollywood is not as important as it claims to be, when he arrived here recently in the course of a round-the-world trip. Said he:

"Aircraft production, rubber and petroleum products come well before pictures in the third city of the United States. Films are fourth."

Since he left Los Angeles six weeks ago, bouncing five-foot, two-inch Mayor Bowron has been in Tokyo, Hong Kong, Calcutta, Karachi, Athens, Rome, Geneva, Zurick Frankfurt, Hamburg, The Hague, Rotterdam, Amsterdam and Paris.

He confided that he hasn't had much time on his trip to get around to the pictures.

All-Time High Ad Budget For Universal

Lipton Cites Extensive Plans at Coast Meet

HOLLYWOOD, Dec. 11.—The greatest advertising and promotion effort in the history of Universal Pictures, backed by a record advertising budget, will occur during 1952, it was disclosed here today by David A. Lipton, vice-president in charge of advertising and publicity, at the studio conference of production, distribution and promotion executives.



David Lipton

These plans include sending a record number of personalities on

(*Continued on page 4*)

RKO Theatres Meet Off to Dec. 18 to Finish Proxy Count

DOVER, Del., Dec. 11.—The meeting of RKO Theatres' stockholders scheduled to resume here today was adjourned until next Tuesday to allow additional time for counting of proxies in the contested election of directors of the company.

With 3,914,000 shares eligible for voting and all proxies being carefully scrutinized, the counting is progressing laboriously. It was indicated today that less than half the proxies have

(*Continued on page 4*)

CEA Gets Plan for Truce with Rank

LONDON, Dec. 11.—Sir Alexander King, former president of the Cinematograph Exhibitors Association, has prepared a resolution for the settlement of differences which led to the withdrawal of J. Arthur Rank's theatres from CEA membership. The resolution would have the effect of vesting the authority now exercised by

(*Continued on page 4*)

New Contract for Para. Workers; Follows Set Pattern

Negotiations have been completed by Local No. H-63, IATSE, with Paramount Pictures for a contract covering approximately 200 employes of Paramount and its subsidiaries, Paramount Music Corp. and Famous Music Corp. The contract provides for a complete union shop, the American Arbitration Association as arbiter and wage increases running from $3.50 to $9.50 weekly. The agreement runs for a period of approximately 16 months, expiring in March, 1953, the same time that H-63's contract with Paramount International expires. Automatic increases based on the cost of living are provided for in March, 1952, to bring this group in line with the Paramount International agreement.

Following the pattern set in other companies, the contract also provides for the establishment of minimum scales on the same basis as those previously in effect at Warner Brothers and Universal. Over-all, the increase will average approximately 10½ per cent without considering the additional increases necessary to bring the employes to the newly-established minimum scales. Last night the Paramount union officers met to ratify the agreement.

300 Hear Marcus

(*Continued from page* 1)

clearances. He said most distributors have cooperated in solving problems, but when exhibitors want to buy their films on a fair basis, some men in distribution are prone in this regard.

Directing the following straight to the distributors, he said: "You can't overlook the fact that there is no exhibitor, large or small, that can pay more for his films than the intake at the box office. Some distributors like to disagree with the facts and figures presented to them by the exhibitor."

Marcus stressed as an incentive for exhibitors "bigger and better pictures at a fair price."

On arbitration, Marcus said, "Fine. We have been practicing it on a small basis for some time."

Abram Myers, Allied board chairman and general counsel, credited Marcus with calling an arbitration system two years ago. "We want cooperating action in this business." He told why Allied was against arbitration in the past but in favor of it now. In commenting on Theatre Owners of America's remarks on Allied going it alone on arbitration he stated, "We have our committee to draft a plan to submit. If our distribution friends like it, they will ask for an all industry meeting."

Panel in Carolinas

(*Continued from page* 1)

Nashville. They will begin functioning immediately.

The first grievance panel of the TOA with national leaders serving as panel members, was held at the 39th annual convention of the Carolina organization on Nov. 20.

Personal Mention

HENRY L. NATHANSON, president of M-G-M Films of Canada, and TED GOULD, general sales manager, are due here today from Toronto.

•

RALPH CATTELL, vice-president and general sales manager of Jerry Fairbanks Productions, has left New York for a 14-day tour of video cities before returning to Hollywood.

•

FRANK BRADEN, Ringling Brothers Circus advance man, has been signed by Paramount for special exploitation duties on "The Greatest Show on Earth."

•

WILLIAM SORENSON, assistant manager at the Criterion Theatre here, and his wife announce the birth of a second child, a son, WILLIAM JAMES.

•

ALAN AMES, of the editorial staff of the *Independent Film Journal*, and MRS. AMES, are the parents of a girl born at St. Elizabeth's Hospital here.

•

ALBERT DEZEL will enter Evangelical Deaconess Hospital in Detroit tomorrow for surgery.

KENNETH McELDOWNEY, producer, left here yesterday for Paris.

•

ARTHUR ROSE, Universal-International salesman in the Rochester territory, is back on the job after an illness of several months.

•

RICHARD GOLDSTONE, producer, will arrive here from the Coast today and on Monday will leave for Europe on the *SS. Liberte.*

•

MAX WEINBERG, Eastern short subjects sales representative for M-G-M, will arrive on the Coast from New York today.

•

ABRAHAM ISAACS, booker in Paramount's New York branch, has been transferred to Charlotte as a salesman.

•

CARLTON HUNT, co-owner of Unicorn Theatres, will be in Los Angeles from San Francisco tomorrow.

•

BILL CUNNINGHAM of *McCall's* magazine, returned here yesterday from the West Coast.

Lou Wolff Named Head of Bookers

Lou Wolff, assistant film buyer and head booker for Brandt Theatres, has been elected president of the Motion Picture Bookers Club of New York, succeeding Harry Margolis of M-G-M, who served for two years.

Other officers for 1952 include Bernie Myerson, Fabian Theatres, and Lou Solkoff, Bell Pictures, vice-presidents; Myron Starr, United Artists, treasurer; Shirley Sussman, Rugoff and Becker, financial secretary; Shirley Chester, Cinema Circuit, recording secretary; Ben Levine, United Artists, sergeant-at-arms, and Morty Lightstone, Island Circuit, and Kitty Flynn, Paramount, trustees.

The board of directors include Alex Arnswalder, 20th Century-Fox; Ben Drexler, Brandt Theatres; Harold Klein, J. J. Circuit; Harry Margolis, M-G-M; Lillian Seidman, Harry Harris Theatres, and George Trilling, Fabian Theatres.

Formal installation of officers will be held at the Tavern-on-the-Green in Central Park on Jan. 21.

Gulf Allied Opens

(*Continued from page* 1)

Edwin Aaron, 20th Century-Fox Southern division manager, voice his strong belief in arbitration.

Aaron, who was the first guest speaker at the afternoon business session, urged the exhibitors to get acquainted with Hollywood's intention to send young stars on tour. He also stated that—with regard to advanced prices—prices for films like "David and Bathsheba" were raised voluntarily by exhibitors and were not the distributors' idea.

The Industry's Own—The Variety Clubs-Will Rogers Hospital—Depends Entirely on Contributions from the Amusement Industry. Sign the 'Christmas Salute' Scroll today!

Irving Lesser Gets 40 from Cathedral

Producers Representatives, Inc., of which Irving Lesser is president, has acquired from Cathedral Releasing Corp. its entire library of religious films, consisting of more than 40 subjects based on the Old and New Testaments, for release to theatres and television for the first time. The deal, consummated between Lesser and Dr. James K. Friedrich, president of Cathedral Releasing, also gives Producers Representatives the rights to foreign distribution.

The library, estimated to cost more than $2,000,000, includes 16 and 35mm. subjects in both black-and-white and color which heretofore have been distributed for non-theatrical use only by Cathedral.

$280,106 Earmarked For Palsy Fund

Results from United Cerebral Palsy's 15-hour weekend "telethon" (television marathon) have climbed to a total of $280,106, in cash and pledges, Leonard H. Goldenson, president of the organization, reports.

The star-studded show, featuring 150 stars and celebrities, started at nine o'clock last Saturday night over station WJZ-TV with an appeal by General of the Army George C. Marshall. It continued throughout the night while a constant stream of top talent from all branches of show business appeared before the television cameras.

Mother of Sam Switow

LOUISVILLE, Dec. 11.—Mrs. M. Switow, mother of Sam, Harry and Fred Switow, circuit operators here, and widow of the late M. Switow, founder of the circuit, died at her home here yesterday. Funeral services will be held tomorrow from 2138 Barringer Ave., the residence.

Newsreel Parade

THE Philippine volcano and President Truman's return from vacation are current newsreel highlights. Other items include Yuletide messages, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 100—Philippine volcano. Truman cuts vacation. Wounded flown home from Korea. Santa Claus to North Pole; Alaska lady will deliver mail. Santa's helpers go to school. Boxing. Parisians study gentle art.

NEWS OF THE DAY, No. 230—Philippine volcano. Truman in surprise hop from Florida. U.N. votes new security members. Duke and Duchess of Windsor arrive in U. S. Army trainees for Jap police. Fashion tips. Ski bobbing. Ju-jitsu.

PARAMOUNT NEWS, No. 33—Volcano in Philippines kills hundreds. Truman tackles truce, tax problems. Sport flashes: boxing in Canada. Message for the Yuletide season.

TELENEWS DIGEST, No. 50-A—Atom-bomb planes join fleet. U. S. Navy patrols Rhine. New York victims fight Red extortion. San Francisco cable cars saved. Munich celluloid courtship. Snead wins Miami golf open.

UNIVERSAL NEWS, No. 516—Philippine volcano erupts. President Truman returns to Washington from vacation. Sport flashes: Ski bob race. Football in Philadelphia. Boxing in Canada. Yule dreams come true.

WARNER PATHE NEWS, No. 35—Volcano in Philippine kills hundreds. Jap police reserves go on maneuvers. Fashion note: Hawaiian flower hats. Football: Lions beat Rams. Five-year-old semi-symphony.

Annual Communion Breakfast Jan. 20.

The second annual Communion breakfast for Catholics in the motion picture industry will be held Sunday Jan. 20 at the Waldorf Astoria Hotel following nine o'clock Mass at St. Patrick's Cathedral. The Mass will be celebrated by Francis Cardinal Spellman and the principal speaker at the breakfast will be the Rev. James Keller, M. M., head of the Christopher movement.

Tickets for the affair are on sale this week through committee members in each company or organization in the New York area. Attendance is expected to equal or exceed the total of 2,000 reached last year.

Report Johnson As New Johnston Aide

WASHINGTON, Dec. 11.—It is understood here that Griffith Johnson, top economist of the Economic Stabilization Agency, is taking a job at the Motion Picture Association of America as Eric Johnston's economic adviser.

Efforts to reach Eric Johnston for comment on the appointment were unavailing.

McMahon Heads Loge

BUFFALO, Dec. 11.—John McMahon of the Paramount sales forces, has been elected president of Buffalo Loge of the Colosseum of Motion Picture Salesmen. Michael Jusko is the new treasurer and Herbert Gaines, the secretary.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



QUOLOSSAL 1952!

M-G-M presents QUO VADIS *starring* ROBERT TAYLOR • DEBORAH KERR • LEO GENN and PETER USTINOV • Color by TECHNICOLOR • Screen Play by John Lee Mahin, S. N. Behrman, Sonya Levien • Based on the Novel by Henryk Sienkiewicz • Directed by Mervyn LeRoy • Produced by Sam Zimbalist

Ad Budget

(*Continued from page* 1)

tour; an extension of U-I's promotional use of TV for point-of-sale showmanship; an increase in trade paper, national magazine and Sunday newspaper advertising including tie-in day-and-date theatre listings; saturation openings backed by personalities and territorial ads and promotions; the intensification of national preselling publicity through newspapers, magazines and radio and national co-op promotion, and an extension of the promotional aid to sub-keys and smaller situations.

To launch the year and to spark the releases during the first four months of 1952, U-I has set a series of promotions and premieres which will blanket the country.

"Week-End with Father," starring Van Heflin, Patricia Neal and Gigi Perreau, will have a premiere in Milwaukee on Dec. 19, launching more than 50 Christmas-New Year's week dates and will open in key situations early in January.

James Stewart Starrer

"Bend of the River," with color in Technicolor, starring James Stewart, Arthur Kennedy, Julia Adams and Rock Hudson, will have a territorial saturation premiere in the Northwest at the end of January. The world premiere in Portland, Oregon, will help launch the state-wide celebration of the "Covered Wagon Centennial." Governor Douglas McKay of Oregon is honorary chairman of the celebration and he will be host at the premiere to the Governors of Nebraska, Colorado, Idaho, Utah, Washington and Wyoming.

"The Cimarron Kid," in Technicolor, starring Audie Murphy and Beverly Tyler, will have a territorial saturation premiere in Kansas, Oklahoma and Texas, early in January. Murphy, Miss Tyler, John Hudson, Hugh O'Brien and Yvette Dugay will make personal appearances at the premiere in Kansas City and six other key cities in the territory.

"Here Come the Nelsons," starring Ozzie, Harriet, David and Ricky Nelson, will have its world premiere in Pittsburgh in mid-January as part of a nation-wide promotion in which the Heinz American Broadcasting network radio program and the 30,000 Heinz dealers are to participate.

"Meet Danny Wilson," starring Frank Sinatra, Shelly Winters and Alex Nicol, will have its world premiere early in February, climaxing an extensive advance promotional campaign by television and radio. Sinatra, who has been participating in the campaign through his own Columbia Broadcasting network show as well as through other network radio and television shows, will make personal appearances in connection with the premiere.

"Steel Town," Technicolor, starring Ann Sheridan, John Lund and Howard Duff, which was filmed at the Kaiser steel mills at Pontana, Calif., will have its world premiere in March, as part of a nation-wide tie-up with Kaiser Industries.

"The Battle at Apache Pass," Technicolor, starring Jeff Chandler and John Lund, will have its premiere in April, launched with a national advertising campaign with theatre listings.



Seven Variety Tents Elect Officers for Coming Year

Election of officers for 1952 have been held by Variety Tents of Cleveland, Cincinnati, Minneapolis, Atanta, Baltimore, Toronto and Memphis.

In Cleveland, Henry Greenberger of the Community Circuit is the new chief barker of the local Variety Club, elected to succeed Abe Kramer. Other newly-elected officers are: Jerry Wechsler, first vice-president; Nat Wolf, second vice-president; Leonard Greenberger, secretary; I. J. Schmertz, treasurer and Justin Spiegle, sergeant-at-arms. Board of directors consists of the above officers and Irwin Pollard, M. B. Horwitz, Jack Silverthorne, Irwin Shenker, Oscar Ruby, Milton Grant, Nate Schultz and Milton A. Mooney. Committee chairmen will be named at a meeting to be held today in the new Variety Clubrooms in the Carter Hotel.

The Cincinnati Variety Club has elected the following members to serve as directors for 1952: Rex Carr, Jack Finberg, Phil Fox, Saul Greenberg, Harry Hartman, Henry Hunt, Robert McNabb, William Onie, Joseph Rosen, Rube Shor and Vance Schwartz, present chief barker. Delegates to the national convention are Hunt and Onie. Alternates are Mike Greenberg and Noah Schecter.

Ben Berger was named chief barker of the Variety Club of the Northwest at the annual directors meeting held at the Nicollet Hotel, Minneapolis. Berger, president of Berger Amusement Co., Minneapolis, succeeds Art Anderson, branch manager of the Minneapolis Warner exchange. Roy Miller was named first assistant barker; George Granstrom, St. Paul, second assistant barker; Tom Burke, secretary, and Sim Heller, Grand Rapids, Minn., treasurer. Directors are Lowell Kaplan, Charlie Rubenstein, Gilbert Nathanson, Maitland Frosch, Clem Jaunich and Eddie Ruben.

The club pledged $25,000 during the year for operation of the Variety heart hospital at the University of Minnesota.

John Fulton and Willis J. Davis, were returned to high office when the crews of Atlanta's Variety Club held their annual elections. Fulton, general manager of radio station WGST, was elected to his second term as chief barker and Davis, as property master. Others named are: A. B. Padgett, Wilby Theatres, first assistant chief barker; Harold T. Spears, president of Associated Theatre Enterprises, second chief barker; Marc Bare, comptroller.

The Variety Club of Baltimore held its annual election of officers for 1952 and named Barry Goldman as chief barker. Milton Schwaber and Fred Sapperstein are first and second assistant chief barkers respectively. William Schnader is the new property master and Bernard Seaman the dough guy. The new board of directors includes Pell Schmidt, Edward Perotka, Spaulding Albert, James H. Pollack, George Ritch and Walter Gettinger. Delegates to the national convention are Rodney Collier and Sam Tabor.

M. H. Brandon, Sr., president of Film Transit, Inc., was elected chief barker of the Memphis Variety Club. He succeeds R. L. (Bob) Bostick. Others elected are Ben Bluestein, first assistant chief barker; Tom Kirk, second assistant chief barker: Vernon Adams, property master, and Jack Sawyer, dough guy.

Gordon Lightstone, general manager of Canadian Paramount, Ralph Dale and William Summerville, Jr., have been returned to the board of directors of Toronto Variety Tent No. 28 for 1952, after a lapse of service. C. Appel is a new director. The retiring chief barker is J. J. Chisholm of Associated Screen News. Others who did not run again were E. L. Bushnell, J. S. Wacker and J. M. Ziegler.

'U's' 'Week-End with Father' Promotion on 8 Air Shows

Universal Pictures has set a network television and radio promotion campaign on "Week-End With Father" on eight different audience participation programs extending from periods of 10 days to four weeks and designed to reach an estimated combined audience of 120,000,000.

The eight programs involved in the promotions, which start Saturday, December 15, are: "Queen for A Day" and the two different "Take a Number" programs on Mutual Broadcasting System's radio network; "Bride and Groom" on Columbia Broadcasting's television network; "Okay Mother" on the American Broadcasting's television network; "Perfect Husband" on the ABC radio net, and "It's Fun to Be Young" and "Give and Take" on the CBS radio network.

UA Gets Colbert Film

United Artists has concluded arrangements for the release of a new Claudette Colbert film tentatively titled, "Planter's Wife."

RKO Theatres

(*Continued from page* 1)

been counted since the company's first annual meeting of stockholders was adjourned here last Thursday. With frequent challenges of proxies by watchers for both management and the opposition, it was felt that another week's adjournment was required to complete the count.

Ask Board Increase

Management has proposed reelection of the present five directors and has called for approval of an amendment increasing the board to six members, with Edward C. Raftery, film attorney, as its candidate should enlargement of the board meet with stockholders' approval. The opposition committee, headed by David Greene, investment counsellor, has offered a board slate of five candidates.

RKO Will Release Selznick's 'Gypsy'

"Gypsy Blood," with color in Technicolor, starring Jennifer Jones and produced in Britain and Hollywood by Michael Powell and Emeric Pressburger in collaboration with David O. Selznick, will be released late this winter in the United States, Canada and Latin America by RKO Radio.

Censor Boards

(*Continued from page* 1)

important." State boards exist in Pennsylvania (started in 1911), and in Ohio, Maryland, Kansas, New York and Virginia (the last started in 1922). Also, municipal censorships now exist in some 200 cities.

In weighing the keynote of his subject, "Censorship vs. Self-Regulation," Bamberger pointed to the success of the industry's Production Code and the necessity of fully enlightening the public on the Code, its contents and workings.

"The real success we have had in the past comes from the fact that the industry accepted its responsibilities in the matters of morals and ethics and instituted its own self-regulatory machinery consisting of the Production Code and the Advertising Code," continued Bamberger.

Not Censorship

"Probably the first thing we should do is to improve the public's understanding of our self-regulation. In this connection no one should refer to the Production Code Administration as the Johnston Office Censorship, because this is no more censorship than is indicated by the *New York Times* in its slogan—'All the news that's fit to print.' Only when the public thoroughly understands that producers, distributors and exhibitors voluntarily subscribe to a moral code, and live by it, will the public recognize that we have accepted our responsibility, and in turn are entitled to their support for freedom of expression.

Quigley Originated 'Code'

"In 1929 Martin Quigley originated a 'Code' to govern the moral and social implications of the entertainment film. The next year Mr. Quigley introduced this Code to the Hollywood producers and gained its adoption by the Producers' Association. Since its adoption this code has provided a rule of moral guidance to the producers of more than 90 per cent of the films produced in the United States and whose productions normally occupy in excess of 75 per cent of the screen time of the theatres throughout the world."

CEA Gets Plan

(*Continued from page* 1)

general secretary W. R. Fuller in the CEA's five officers.

The resolution is scheduled for discussion at a meeting here tomorrow of CEA's general council and has already been considered by its committee charged with a study of revision of its constitution. The committee will recommend to the general council that the plan be adopted.

Moreover, the plan has been discussed with Rank by Sir Alexander and it is understood that Rank is impressed with the latter's suggestions.

However, even should the plan be approved by the general council, no immediate rush by Rank's theatres back into the CEA fold is to be expected. There will doubtless be a face-saving delay but the breach probably will be healed in time for CEA's annual general meeting next March.

One of the major complaints of the Rank Organization has been what it regards as the excessive authority wielded by Fuller in CEA activities.



THE NATIONAL TRADE-MARK CARBON ARCS BIG 5 Pays off!

The "National" carbon arc offers advantages — in making movies in the studio . . . in projecting movies in theatres — *that no other light source can match:*

- **SMALL SOURCE SIZE**
- **HIGH BRIGHTNESS**
- **GREAT POWER FROM ONE UNIT**
- **WHITE LIGHT**
- **MINIMUM HEAT PER FOOT CANDLE**

This "Big 5" offered by the "National" carbon arc means movies of highest technical lighting quality. Shadows are sharp and dramatic. Depth of focus is excellent. Heat on the actors is at a minimum. And, when you use the "National" carbon arc in your projection booth, the picture is at its best. You gain in quality all along the line.

YOU CAN'T SKIMP ON STUDIO LIGHTING WITHOUT RISKING BOX OFFICE!



When you order studio or projector carbons—order "National"!

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N.Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited
Montreal, Toronto, Winnipeg

FTPC Preparing to Intervene at FCC Channel Hearings

Carrying its fight against any allocation of television channels for the exclusive use of motion picture theatres, the Fair Television Practices Committee is currently preparing to intervene at the hearings to be held in February by the Federal Communications Commission in Washington on channel allocations.

Jerome W. Marks, chairman of the FTPC, in a communication to the Radio and Television Manufacturers' Association, challenged the plan attributed to Joseph B. Elliot, chairman of the sports committee of the RTMA, "under which both (home TV and theatre TV) can operate to their mutual benefit."

Continued Marks: "While the public cannot blame the television manufacturers for the appearance of closed circuit theatre television, it must justifiably condemn the television manufacturers if they sanction or fail actively to oppose the allocation of TV channels to the exclusive use of motion picture theatres, a device to siphon off entertainment originally an integral part of home TV programs."

Marks declared that "it is impossible to envisage any plan which can bring together two such mutually antagonistic and mutually exclusive elements as home TV and theatre TV."

TVA Merger Plan

(*Continued from page* 1)

Guild of Variety Artists. It was also agreed that if any membership referendum regarding the merger is in progress on the deadline date, it shall be extended to the completion of that referendum.

Meanwhile, a constitutional committee of 33 members was appointed to draft a constitution for a merger of TVA and AFRA. Under the schedule of progress, the proposed merger between the two unions will be submitted to a special referendum on or before March 1, 1952. The projected AFRA-TVA merger, it was explained, in no way contradicted or ruled out the over-all merger of the other branches. In fact, a clause extended the July 1 deadline if AFRA rejects the proposed merger.

The three-day convention also took action to organize TVA as a separate union with its own constitution if proposed mergers do not succeed. TVA is now an AFL trusteeship group, it was explained, which acts in behalf of the talent unions in the television field. The resolution on the formation of the union said that if present efforts are unsuccessful, the TVA national board shall call a national convention to be held not later than Sept. 15.

At the same time, in order to further present merger plans, which, if realized would bring 26,000 performers in one union, a "watch-dog" committee of 10 was formed.

On the issue of "blacklisting," TVA went on record against all subversive ideologies and said it would not defend any person who has been duly proven to be subversive. However, the union condemned the practice of blacklisting and warned that it will act to aid its members in their right to obtain a fair and impartial hearing.

Television--Radio

Comment and Opinion

A RECENT study of the relationship between motion pictures and television, conducted by Dr. Ernest Dichter, described as psychological consultant to leading advertisers and advertising agencies, comes up with the conclusion that the two media "are compatible under certain conditions."

Dr. Dichter, stressing the changes taking place in the individual who has purchased a TV set, says the TV set owner isn't the theatre's lost audience. "Rather," he says, "it is the movie industry that has lost a channel of communications with the TV viewer and has failed to keep pace with his change of psychological attitude toward selection of entertainment."

The pilot-study, released by The Demby Co., says, among other things, that television does NOT fulfill the specific functions of the movie theatre, and it charges the film industry with failure to sell one of the most important appeals of theatre attendance—the "Festival atmosphere" of movie-going.

"The TV viewer is not simply buying a ticket when he goes to the movie, but he is making a conscious investment in time and money, as opposed to the non-TV viewer, who has no other major entertainment media to turn to and goes to the movies out of habit," Dr. Dichter found.

High on the list of the study's conclusions is one reading: Re-establish channels of communication with the TV set owner. That is going to sound good to the proponents of subscription television, too.

☆ ☆ ☆

W. C. Swartley, manager of station WBZ-TV in Boston, writes in correction of a story that appeared in MOTION PICTURE DAILY *on Nov. 28 to the effect that the station had prohibited film stars from appearing before its cameras except for a charity or Community Fund drive.*

"Many motion picture stars have appeared on WBZ and WBZ-TV in the past. There is no policy which precludes their appearance on our stations in the future," informs Swartley. "Proposals for appearances are subject, however, to prior review by a staff committee, established earlier this year to screen all promotional proposals involving giveaways, credits, etc., regardless of industry."

He said the purpose of such a review was to "get all the facts on the table, to the end that advertising arrangements in the proposal are viewed in true perspective. We consider this plan essential in fairness to all advertising clients."

☆ ☆ ☆

An excellent new show has made its appearance over the ABC television network and it proves the potential effectiveness of collaboration between the broadcasters and the colleges. The program, "Horizons," made its debut a week ago Sunday when Dean Milicent McIntosh of Barnard College and six Columbia University students discussed "The Future of Women." This past Sunday, "Horizons," produced by the ABC Public Affairs Department in cooperation with the Communication Materials Center at Columbia University Press, tackled the challenging topic of "The Future of Academic Freedom," with Robert M. MacIver, professor of political philosophy and sociology at Columbia in the chair. The discussions that ensued were refreshingly frank and adult. "Horizons" proves once and for all that intelligent TV programming must not necessarily be lecture-dull.

☆ ☆ ☆

Explanations forthcoming from NBC in connection with the reduction of the Kukla, Fran and Ollie show from 30 to 15 minutes lack conviction. NBC admits it's a popular program, but holds the affiliates won't carry it as a sustainer. What everyone is asking is: If Kukla, Fran and Ollie draw such an audience, why is NBC unable to sell the second-half segment? And why is the substitute Bob and Ray show, also unsponsored, any more acceptable than Kukla, Fran and Ollie? Meanwhile NBC is hearing from the fans.

☆ ☆ ☆

John Daly's nightly television news program, using film footage supplied by the UP-Movietone organization, has been improving steadily, both in content and in format, but was it in good taste last Friday to feature an interview with the Japanese admiral who engineered the attack on Pearl Harbor? That was December 7—Pearl Harbor Day. Some would consider that a case of misguided news judgment.

FRED HIFT.

Sign the 1951 'Christmas Salute'—Make Your Contribution to the Variety Clubs—Will Rogers Memorial Hospital—"Help Care for Our Own."

Industry Members Afflicted with Tuberculosis are Depending on You—Sign the 1951 'Christmas Salute' to the Variety Clubs—Will Rogers Memorial Hospital.

SAG Signs Up 25 More Producers; 13 Primarily in Video

HOLLYWOOD, Dec. 11.—The Screen Actors Guild has signed collective bargaining contracts with 25 more production companies, of which 13 are primarily engaged in producing films specially for television, John Dales, Jr., SAG executive secretary, reports.

SAG and Television Authority have for long been jurisdictional rivals for control of actors in films for TV.

TV film companies which signed SAG pacts are Aladdin Television Productions, B-M-D Productions, C. G. S. Productions, D. N. S. Television Productions, Desilu Productions, Des Joines Enterprises, Fidelity-Vogue Pictures, Raymond R. Morgan Co., Primrose Productions, Screen-Televideo Productions, Television Productions, Edmund J. Tingley Productions and Westminster Productions.

The other signers are Allart Pictures, Aspen Productions, Broadway Roadshow Attractions, Celebrated Films, Howco Productions, Jewel Productions, Melaby Pictures, Arch Oboler Productions, Pegasus Productions, Silver Mine Productions, Story Films and W. F. Productions.

TVA Peace Bid

(*Continued from page* 1)

of a new resolution covering film-television jurisdiction.

However, TVA delegates went on record overwhelmingly opposed to a proposal that the 4A's should first confirm SAG's and SEG's claim to film-television jurisdiction before the two Hollywood unions return to the 4A's as active participants, ending their dispute with TVA, which claims to represent over 10,000 performers.

The convention felt that the following points must be settled before the film-television dispute can be ended. Briefly, they are:

1. What is the status of the TVA members in over 30 different television centers, outside Los Angeles, in which SAG and SEG, with one or two exceptions, have no membership or office for contract administration?

2. Outside of Los Angeles, will TVA administer film-television, and, if not, what voice will TVA and its members have in setting terms and rates for film spots and television film shows in other areas?

3. How will the memberships in the various sections be able to participate directly in the election of governing boards and officers and have representation on such governing boards, if SAG and SEG expect jurisdiction for such areas?

4. What will be the status of TVA members doing film-television work in Los Angeles?

TV Engineering Unit Meets Here Today

The first in a new series of all-industry joint television meetings will be held here at the headquarters of the Motion Picture Association of America today when the engineering unit meets.

The engineers, representing MPAA and the National Exhibitors Theatre Television Committee, will confer on the frequencies which will be sought by the industry when it makes its application to the Federal Communications Commission on Feb. 25.

47 Million Circulation...

That is a conservative estimate of the number of people reached by the findings of the *FAME* polls (after allowance for duplication between the coverages of newspapers, magazines, radio and TV).

The reasons for the extraordinarily widespread influence of *FAME* are perfectly clear. *FAME* has never been successfully copied, although it has various imitators. Its standing has never been approached in any of the 19 years that it has presented the *Top Ten Money-Making Stars*—which was *originated* by Quigley Publications.

Most of the key city exhibitors and many others know that, and continue to accord to *FAME* the close cooperation that is essential to accuracy and dependability for a trade poll of box office popularity.

Many of the newspaper and magazine amusement editors, and the wire services and radio and TV station executives, also know it—and accord to *FAME* findings the kind of respect and acceptance that is essential for such widespread dissemination to the public throughout the length and breadth of the land.

And in each of the years, *FAME* has adhered to the still unique quality of its own presentation of the facts for the record. Thousands keep it handy for reference throughout the year. And many preserve each of those always ornate, always-worth-keeping issues as a cumulative record.

The *FAME* polls for this year's audit of personalities in the fields of motion pictures, radio and television now are in active process of fact-finding. The announcements of the results will have an even greater significance than ever before.



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PRESOLD THROUGH NATIONAL ADVERTISING to the multi-million readers of magazines and Sunday newspaper supplements totaling 46,397,687 CIRCULATION!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 114 NEW YORK, U. S. A., THURSDAY, DECEMBER 13, 1951 TEN CENTS

McGrath Calls Zenith Film Fee Wasted

He Doesn't Know How Finnegan 'Horned in'

WASHINGTON, Dec. 12.—Attorney General Howard J. McGrath has confirmed MOTION PICTURE DAILY reports that Zenith Radio Corp. was wasting its money if it paid James P. Finnegan $50,000 to get it films for its Phonevision experiment.

As a matter of fact, he told a Congressional investigating committee, the Department's anti-trust division had settled the matter before Finnegan allegedly came into the picture.

"How he horned in on this Zenith matter," McGrath said, "is something I cannot answer." In any event, he added, Finnegan exerted no influence in the case.

The Attorney General said he did not propose to investigate whether or why Finnegan was paid $50,000 by Zenith. He said many people with no contacts at the Justice Department whatsoever represent themselves as being able to get things "fixed" there.

Warner Sales Meet Today

Returning from the West Coast, Ben Kalmenson, Warner Brothers vice-president in charge of distribution, will preside at a quarterly district managers meeting today and tomorrow at the home office. Kalmenson will discuss future policies and current releases based on his recent confabs with Jack L. Warner, executive producer, at the Burbank studio.

District managers who will attend include Norman J. Ayers, Eastern

(*Continued on page* 10)

Goldberg Will Head Wisconsin Allied

MILWAUKEE, Dec. 12. — Officers elected at the Wisconsin Allied "Movietime Convention" here are president, Sig Goldberg, Wausau; vice-president, Eric Brown, Plymouth; secretary, J. Goderski, Milwaukee; treasurer, Oliver Trampe, Cudahy; national director, Ben Marcus.

Today's first speaker, Henderson Richey of M-G-M, pointed out there is going to be only a small portion

(*Continued on page* 10)

Howard LeSieur Appointed Columbia Director of Advertising-Publicity

Howard R. LeSieur has been named director of advertising-publicity-exploitation for Columbia Pictures. N. B. Spingold, vice-president, announced here yesterday. LeSieur will succeed Arthur Schmidt, who resigned several weeks ago, effective Dec. 31.

Formerly director of advertising-publicity of United Artists, and later of Eagle Lion Classics, LeSieur entered the industry with the old Hanff-Metzger Advertising Agency which subsequently became the Buchanan Agency.

He had been associated with United Artists for 16 years, starting as production manager and being named, successively, sales promotion manager, advertising manager and, in June, 1948, director of advertising-publicity. He held the last-mentioned post until the first of this year when he joined ELC in the same capacity. Later in the year Pathe Industries, the parent company, sold ELC's physical assets to UA.

LeSieur will assume his Columbia post about Jan. 1.



Howard LeSieur

Gulf Allied Adopts Arbitration Plan

NEW ORLEANS, Dec. 12.—At the afternoon business meeting of the second day of the Allied Theatre Owners of Gulf States fifth annual convention here today a resolution was adopted approving of the action taken by national Allied to set up a national form of arbitration and stating that until a national arbitration system has been formulated and adopted by the motion picture industry ATO of Gulf States invites all exhibitors and exhibitor representatives in the Gulf States area to participate in an arbitration committee to expedite the immediate and current problems now prevalent in this area.

A second resolution approved the

(*Continued on page* 11)

Johnson MPAA Economic Advisor

WASHINGTON, Dec. 12. — Griffith Johnson, top economist for the Economic Stabilization Agency, today confirmed *Motion Picture Daily's* news story of yesterday that he will join the Motion Picture Association of America staff as economic adviser to MPAA president Eric Johnston.

The economist worked closely with Johnston when the latter was Economic Stabilizer. He will be the fourth government career worker to be brought to the MPAA by Johnston from the ESA, and the fifth addition to the MPAA's staff to be announced within the last two weeks.

Johnson, who worked with the OPA during World War II and then

(*Continued on page* 10)

39 Republic Films Go to WOR-TV Here

Conclusion of a deal for 39 Republic pictures to be shown here on WOR-TV was disclosed yesterday by the television station.

The films, which were released for theatrical distribution from 1938 to 1945, consist of 26 regular features and 13 Westerns. Neither WOR-TV nor Republic would comment on how much money was involved in the agreement. A Republic spokesman added that the agreement was consummated not by Republic but by its wholly-owned subsidiary, Hollywood Television Service, which has offices on the Coast.

Programming of the films, which will be shown here exclusively by

(*Continued on page* 10)

Skiatron Film Bid Rejected by MPA

Overtures to major distribution companies for product for the projected Skiatron subscription home television test in New York City will be made shortly, Skiatron disclosed here yesterday following the rejection of its bid to the Motion Picture Association of America for aid in obtaining product.

MPAA in its reply to Arthur Levey, Skiatron president, informed him by mail that it was not in the province of the association to line up product for the projected test. MPAA's letter, signed by the association's counsel, Sydney Schreiber, and received by Skiatron yesterday, said the question of releasing films for the test was in

(*Continued on page* 10)

CSU Carries Studio Fight To High Court

Asks Review of Appeals' Trust Action Dismissal

WASHINGTON, Dec. 12. — The Conference of Studio Unions today went to the U. S. Supreme Court again with its long-standing fight against the major studios and the IATSE.

The CSU asked the high court to review a decision of the Ninth Circuit Court of Appeals which upheld a District Court order throwing out the Conference's damage-and-injunction anti-trust suit against the producers and IATSE.

That suit, growing out of the long jurisdictional fight between IATSE and CSU, alleged a conspiracy between the studios and IATSE in violation of the anti-trust laws.

The CSU charged that several thousand of its members had been discharged and its unions broken up as part of an IATSE-producer conspiracy to destroy independent pro-

(*Continued on page* 11)

Rank Houses Back in CEA

LONDON, Dec. 12.—J. Arthur Rank's Odeon and G-B theatres rejoined the Cinematograph Exhibitors Association following the unanimous adoption by the CEA general council today of the settlement proposal of Sir Alexander King.

Under the plan approved by the council the authority heretofore vested by CEA in its general secretary, W. R. Fuller, will be transferred to the organization's five officers. Objec-

(*Continued on page* 10)

Halt 'Desert Fox' Release in Germany

Twentieth Century-Fox has complied with the request of the Office of the United States High Commissioner for Germany to withhold distribution of its feature film, "The Desert Fox," in Germany "until the situation changes," press reports reaching here from that country disclose.

Release had been scheduled for January or February, but Shepard Stone, director of the Office of Public

(*Continued on page* 6)

20 Movietime Air Programs

Twenty programs for the next four weeks of the 13-week series of "Movietime U. S. A." promotional radio broadcasts being conducted by the Liberty Broadcasting System were disclosed here yesterday through the Council of Motion Picture Organizations, as follows:

Week of Dec. 17—Monday, Richard Widmark, star, and Sam Engel, producer, of 20th Century-Fox's "Red Skies of Montana"; Tuesday, Frank Lovejoy, star of Warner Brothers' "We Came Out Fighting"; Wednesday, Dale Robertson, star, and Frank P. Rosenberg, producer, of 20th Century-Fox's "Return of the Texan"; Thursday, Virginia Mayo, star of Warner's "Starlift"; Friday, Van Heflin, Universal-International star.

Week of Dec. 24—Monday, Dan Dailey, star, and Jules Schermer, producer, of 20th Century-Fox's "Pride of St. Louis"; Tuesday, Gary Cooper, star of Warner's "Distant Drums"; Wednesday, Dana Andrews, star of RKO Pictures' "I Want You"; Thursday, Mari Aldon, star of Warner Brothers' "Distant Drums"; Friday, Sam Katzman, Columbia Pictures producer.

Week of Dec. 31.—Monday, Herbert J. Yates, president of Republic Pictures; Tuesday, Jeff Chandler and Susan Cabot, stars of Universal-International's "The Flame of Araby"; Wednesday, Barbara Hale, star of Columbia's "The First Time"; Thursday, Shelley Winters and Elizabeth Taylor, stars of Paramount's "A Place in the Sun"; Friday, Judy Holliday, star, and Bert Granet, producer, of Columbia's "The Marrying Kind."

Week of Jan. 7—Monday, Rod Cameron, star of Republic's "Minnesota"; Steve Cochran, star of Warner's "The Lion and the Horse"; Wednesday, Lex Barker, star of RKO's "Tarzan's Savage Fury"; Thursday, Susan Hayward, star and Lamar Trotti, producer of 20th Century-Fox's "With a Song in My Heart"; Friday, Alan Young, star of RKO's "Androcles and the Lion.

Family Fete for Harry Warner, 70

HOLLYWOOD, Dec. 12. — Warner family members gathered at the home of H. M. Warner today to felicitate the senior head of the family and president of Warner Bros. on his 70th birthday anniversary. Albert Warner, head of the company's home office in New York, came here for the occasion, along with members of the immediate family, and Jack L. Warner, head of the Burbank studio.

400 Playdates for 'My Favorite Spy'

The Paramount-Bob Hope "My Favorite Spy" film will play a total of 400 dates throughout the country between Christmas and New Year's. The film co-stars Hedy Lamarr with Hope.

Personal Mention

WOLFE COHEN, Warner Brothers general foreign manager, has returned here from a Latin American sales meeting in Buenos Aires.

•

H. M. RICHEY, M-G-M exhibitor relations head, is due back here today from Milwaukee. His assistant, M. L. SIMONS, will return here tomorrow from New Orleans. Both attended Allied regional meets.

•

MOREY GOLDSTEIN, Monogram Pictures general sales manager, and JIMMY PRITCHARD, Southern sales manager, were in Atlanta conferring with ARTHUR C. BROMBERG, president of Monogram Southern exchanges.

•

PAUL S. PURDY, formerly with Lockwood & Gordon Theatres and the Kounaris-Tolis theatre interests in Connecticut, is now with United Aircraft Corp. at Meriden, Conn.

•

LOUIS R. LURIE of San Francisco has been elected a director of the Damon Runyon Memorial Fund for cancer research.

•

MRS. ARTHUR C. BROMBERG, wife of the president of Monogram Southern exchanges, is hospitalized in Atlanta.

•

JULES B. WEILL, president of Specialty Television Films, left here yesterday for the West Coast.

RALPH BRANTON, Monogram-Allied Artists vice-president, left Hollywood by plane yesterday for Des Moines.

•

JACK COHEN and his associates are bowing out of the exhibition field, having leased their Ohio drive-in theatres to GEORGE MANOS, head of the Manos circuit.

•

SAL ADORNO, JR. of the Adorno-Middletown Theatres, Middletown, Conn., has been named to the board of incorporators of the Middlesex Hospital

•

MYRON JOSEPHSON has rejoined the M-G-M special service department here after spending nine months in the Quartermaster Corps at Ft. Euston, Va.

•

KENNETH MACKENNA, M-G-M studio story head, is due here Saturday from the Coast for a two-week visit.

•

EDWARD MILLER, Cleveland theatre manager, on a leave of absence due to illness, will spend the winter in Florida.

•

PETER SCULLY, producer, and his wife, announce the birth of their first child, a girl, MARSHA, in Hollywood.

Top Promotion for 'Song in My Heart'

HOLLYWOOD, Dec. 12. — "With a Song in My Heart" has been selected as 20th Century-Fox's Easter release of 1952, by Al Lichtman, 20th's director of distribution. Lichtman described the picture as "one of the most outstanding musical entertainments of our company." He said that the picture is being purposely held back from earlier showings to give it a long-range advertising and publicity build-up for the holiday period.

Lichtman's decision, arrived at during conferences here with Spyros P. Skouras, Joseph M. Schenck, Darryl F. Zanuck, Murray Silverstone and Charles Einfeld, was made following the initial screening.

With color in Technicolor, the film stars Susan Hayward, Rory Calhoun, David Wayne and Thelma Ritter. Written for the screen and produced by Lamar Trotti, it was directed by Walter Lang.

The company plans to give the film, which deals with the career of Jane Froman, "as sweeping and penetrating a campaign as that which merchandized 'David and Bathsheba'."

Announcement of a trade-showing schedule will be made shortly so that as many exhibitors as possible can see the film in time for extensive local campaign planning.

At the coast this week, the home office executives are also seeing "Viva Zapata," "5 Fingers," "Lydia Bailey," "Phone Call from a Stranger," "Kangaroo," "Belles on their Toes," "The Pride of St. Louis," "Down Among the Sheltering Palms," "Diplomatic Courier," "Red Skies of Montana" and "Return of the Texan."

38 Key Bookings For 'Man's Poison'

Total key engagements already set for the Jan. 16 saturation cross-country premiere of "Another Man's Poison," the Bette Davis-Gary Merrill feature produced by Douglas Fairbanks, Jr., rose to 38 with the announcement of an additional 16 top bookings, by William J. Heineman, United Artists' distribution vice-president.

Latest theatres to hook up with the national chain of premieres are the Paramount, Atlanta; Kentucky, Louisville; Astor, Syracuse; Denver and Esquire, Denver; Paramount, St. Paul; Norshore, Duluth; Centre, Salt Lake City; United Artists, San Francisco; Carib, Lincoln and Miracle, Miami; Centre, Oklahoma City; Centre, Springfield, Mo.; Varsity, Lincoln, and RKO Palace, Cincinnati.

Jay Schreck, Former Trade Paper Writer

Jay Schreck, 58, motion picture trade paper journalist and newspaperman, died on Nov. 24 in Chicago, according to word reaching here. The widow and a daughter survive.

For many years Schreck was news editor of Quigley Publishing Company's *Exhibitors Herald* in Chicago and later became news editor of the New York bureau. He became managing editor of *Motion Picture Herald* when *Exhibitors Herald* and *Motion Picture News* merged in 1931. He resigned in the early 1930's to go to Hollywood, where he joined the news staff of *Daily Variety*, eventually returning to Chicago.

Texas COMPO Gives 'Idea of the Week'

Dallas, Dec. 12. — Kyle Rorex, co-ordinator of activities for Texas COMPO, has set a steering committee, the main objective of which will be to plan material for an "Idea of the Week" promotional bulletin which will be mailed to all exhibitors in Texas every two weeks. Members of this committee which will meet every two weeks are: Paul Short, Eddie Forrester, Don Douglas, Bob Euler, Jack Houlihan, Francis Barr, Al Reynolds, Charles E. Carden and Col. H. A. Cole.

Services Today for E. Harold Stoneman

BOSTON, Dec. 12.—E. Harold Stoneman, 49, New England exhibitor and businessman, died last night at his home in Chestnut Hill.

Stoneman was president and treasurer of Interstate Theatre Corp., one of the largest independent circuits in New England. He was part owner and vice-president of the Mount Washington Hotel in Bretton Woods, N. H.; president of the Drake Hotel in Philadelphia; secretary of Midwest Drive-in Theatres; treasurer of Richards Restaurant, and president of the Administration Building, Boston.

He was a charter member of the Variety Club of New England and chief barker in 1949 and international representative of Variety International. He was treasurer of the Jimmy Fund campaign and a trustee of the Children's Cancer Research Foundation. He was a trustee of Temple Ohabei Shalom of Brookline, Mass.

He leaves the widow, Marjorie Roth Stoneman; a son, James M. Stoneman, of Boston; his mother, Mrs. Anne Stoneman, of Chestnut Hill, and a brother, Sydney.

Funeral services will be held tomorrow at the Temple Ohabei Shalom in Brookline. Interment will be in Adath Jeshurun Cemetery in West Roxbury.

RKO Theatres Also Plans Long Holiday

RKO Theatres yesterday joined the six major film companies who had already announced that they would remain closed Monday, December 24 and Christmas Day, thus giving their employees a four-day weekend. Getting an extra early Yule start are RKO Pictures and Theatres and Warner Brothers, all of which will close at 3:00 P.M. Friday, Dec. 21, plus 20th Century-Fox, whose Christmas party gets under way at 1:00 P.M. on that day.

M-G-M and 20th-Fox will repeat the four-day holiday for New Year's weekend. Others are still undecided.

Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital—and "Help Care for Our Own."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

NEW YORK SAN FRANCISCO DENVER PHILADELPHIA BIRMINGHAM SAN ANTONIO KANSAS CITY

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ATLANTA

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MEMPHIS

DALLAS

"DISTANT DRUMS"

COMING CLOSER!

color by TECHNICOLOR

DATES START CHRISTMAS AND NEW YEARS!

GARY COOPER!

FIRST STORY FILMED IN FLORIDA'S
EVERGLADES JUNGLE!

PRIMITIVE
SEMINOLES!

CAPTIVE
BEAUTY!

AND BIG! BIG! BIG!
TECHNICOLOR
ADVENTURE!



AND WATCH
WARNERS
BEAT THE DRUMS FOR THE
SATURATION
PREMIERE
THROUGHOUT FLORIDA
DEC. 22!

WITH
MARI ALDON

SCREEN PLAY BY NIVEN BUSCH AND MARTIN RACKIN PRODUCED BY MILTON SPERLING

DIRECTED BY RAOUL WALSH A UNITED STATES PICTURES PRODUCTION PRESENTED BY WARNER BROS.

MUSIC BY MAX STEINER

The other night, here in our the truly great experiences

For 118 minutes I thrilled to an authentic picturization, in Technicolor, of the story of a remarkable woman.

I saw, felt and lived the story of Jane Froman.

I saw "With a Song in My Heart"—a motion picture filled with every ingredient of greatness.

I saw what I believe to be one of the most outstanding musical entertainments of our company—vibrant—moving—and unfolding itself with successively increasing upbeats.

What "Alexander's Ragtime Band" was in its day, "With a Song in My Heart" is in these times.

As your partner in the unending effort to increase theatre attendance, I feel it is my duty to promptly pass on to you this very good news. Also to outline our plans for the public presentation of this motion picture.

We could release "With a Song in My Heart" within a matter of a few weeks, but we feel that it is so ideally suited for playing at Easter time that we will purposely withhold it so as to deliver it to you at a period of the year when you

studios, I underwent one of
of my career in this industry

can bring the greatest measure of cheer and faith and music to your audiences.

This delay in release will give us all more time to get behind this picture with a really great and outstanding showmanship campaign.

We in distribution will herald "With a Song in My Heart" with as sweeping and penetrating an advertising, publicity and exploitation campaign as merchandised "David and Bathsheba."

We urge you, as our exhibitor partner, to begin now to inform your community, through every device available to you, of the coming of this glorious picture.

We now invite all exhibitors to attend the trade showings of this magnificent picture and will shortly announce the dates for these. I am confident you will acclaim it one of the greatest musical productions in our company's history.

AL LICHTMAN
—at the 20th Century-Fox Studios
Beverly Hills, Calif.

Dec.12, 1951

Swedish Films At Standstill

WASHINGTON, Dec. 12.—Swedish film production has been virtually at a standstill now for a whole year, the Commerce Department reported.

Late in 1950, Swedish producers decided to suspend all feature film production as a result of past losses. They rejected a government proposal to reimburse 20 per cent of the amusement tax collected at performances of Swedish pictures, holding out for a 30 per cent rebate. "As a result of this deadlock," according to Commerce film chief Nathan D. Golden, "the studios have been closed virtually a whole year, and only a few short subjects, newsreels and advertising films have been produced."

'Starlift' Opens Here Tomorrow

Warner Brothers' "Starlift," starring Doris Day, Ruth Roman, Janice Rule, Gordon MacRae, Gene Nelson, Virginia Mayo, Dick Wesson, Richard Webb and Ron Hagerthy, and guest stars James Cagney, Gary Cooper, Virginia Gibson, Phil Harris, Frank Lovejoy, Lucille Norman, Louella Parsons, Randolph Scott, Jane Wyman and Patrice Wymore, will open at the New York Warner Theatre tomorrow. The picture was directed by Roy Del Ruth and produced by Robert Arthur.

Panel on Film Jobs

A panel on "Jobs in the Film Field" will be conducted this evening by the City College Institute of Film Techniques in the college's Faculty Room, Convent Avenue and 139th Street, at 8:00 P. M. The meeting, open to the public, will present the job opportunities, wage scale and union regulations in the different film crafts. Speakers will include Joseph Hanaberry, film director; LeRoy Sylverst, president of the Documentary Cameramen's Union; Paul Falkenberg, documentary film producer; Jack Knapp, film writer; Pepe Ruiz of the Screen Cartoonist Guild and Professor Hans Richter, director of the CCNY Film Institute. Arthur Knight will be chairman.

To Make Film in Israel

First major American film to be made entirely in Israel will be the Kramer Co.'s "The Juggler," purchased from writer Michael Blankfort, for Columbia release. Negotiations are now under way with the Israeli government for cooperation on facilities, housing of Hollywood personnel and locations.

Irving Teicher Sells

DETROIT, Dec. 12.—Albert Dezel, William Flemion and Edward Shulman have acquired the stock of Irving Teicher in the Studio Theatre here. Teicher will no longer be connected with the house as manager.

'Adult' Rating for Four

TORONTO, Dec. 12.—The Ontario Board of Censors has given an "adult entertainment" grading to four pictures, "F.B.I. Girl," "Fixed Bayonets," "Paid to Dance" and "The Racket."

The Industry's Own—The Variety Clubs-Will Rogers Hospital—Depends Entirely on Contributions from the Amusement Industry. Sign the 'Christmas Salute' Scroll today!

Review

"Desert of Lost Men"

(Republic)

ALLAN (ROCKY) LANE'S latest sets itself a rapid-fire pace at the outset and adheres to it right up to the finish. A slam-bang, two-fisted Western that should more than satisfy Lane's regular fans and earn him new ones, "Desert of Lost Men" opens not unexpectedly with a blazing gun battle.

Deputy Marshal Lane this time is on the trail of a gang of outlaws known as "Lost Men," made up of remnants of all notorious bands in the Southwest. Going into the little town of Bear Creek, Lane enlists the aid of the town's somewhat ineffectual sheriff, Irving Bacon, and a young doctor, Ross Elliot, who is awaiting a shipment of money with which to start building a new hospital. Using the money as bait and letting the outlaws believe that he and the doctor have designs on the money for their own use, Lane brings the Lost Men into the open and traps them as neatly as you please, not, however, before both he and the doctor go through some mighty close shaves.

Cliff Clark does a nice job as the gang leader, posing as a respectable Bear Creek cabinet maker. Mary Ellen Kay, as the doctor's nurse, is pretty and keeps her proper distance from the menfolk until the shooting is over, at which time it's hinted that she and her civic-minded boss might even be romantically inclined. Elliot, the object of her affections, does a better than standard job, as do all members of the cast.

Associate producer-director Harry Keller's work also is above average, due in no small part to the tightly-written script by M. Coates Webster. Camera work and musical score are good. "Desert of Lost Men" may not break with the tradition of Western films, but it is a satisfactory job within its framework.

Running time, 54 minutes. General audience classification.

Reelect Finkel Head Of N. Y. Colosseum

Robert Finkel of Republic Pictures has been reelected president of the New York Loge of the Colosseum of Motion Picture Salesmen of America. Also elected to serve for the coming year are Michael Nuzzola, vice-president; Howard Levy, treasurer; Lee Mayer, secretary, and Tony Ricci, sergeant-at-arms.

At a meeting here the membership also discussed plans for holding an annual dinner-dance in June.

Engineers Mull Video Band Issue

Proposed video band widths and radio frequencies were discussed yesterday by the joint television committee, meeting here at the headquarters of the Motion Picture Association of America.

Some 15 engineers attended the session, devoted to the technical aspects of the industry's projected application to the Federal Communications Commission for video and radio frequencies.

Brown Aiding 'GI's'

Film comedian Joe E. Brown, troop entertainer who launched the "Talking Letters" service for "GIs" and their families, has been named chairman of the National Talking Letters Committee. "Talking Letters" is a new public service provided by the Minnesota Mining and Manufacturing Co. and Revere Camera Co., which allows all service personnel and their families and friends to correspond by means of sound-taped letters at no charge.

Music Hall Adds Shows

To accommodate weekend audiences, Radio City Music Hall here has scheduled extra performances of its Christmas show on Saturday, with doors opening at 8:00 A.M.

Bryan Films to TV

Sterling Television Co. has gained exclusive television distribution rights for more than 40 Julian Bryan documentaries from the Internation Film Foundation.

FWC Completes Nine Managerial Changes

SAN FRANCISCO, Dec. 12.—M. Spencer Leve, Northern California division manager of Fox West Coast Theatres, has made the following managerial changes:

Stanford Link, former manager of the Ritz, Stockton, has been transferred to the State, Lodi, replacing William McIntire, temporary manager. McIntire remains as manager of the Lodi, Lodi. Timothy O'Brien, formerly manager of the Lindsay, Lindsay, is now manager of the Ritz, Stockton. Albert Rinoldi, former manager of the State, Lodi, is now piloting the Lindsay. Also, Jack West has been appointed manager of the State, Richmond, moving over from the Campus, Berkeley, to replace student manager Eddie Howard who is now student manager at the Eastmont, Oakland. Charles Menapace, formerly of Eastmont, was named pilot of the Parkway, Oakland, replacing Jack Lucy who was there temporarily. Lucy continues as manager of the Grand Lake, Oakland. James Eldridge, former assistant at the Senator, Sacramento, has been named student manager of the Campus, Berkeley.

Westrex Units for 'Voice'

The International Broadcasting Division of the U. S. State Department has completed negotiations with Westrex Corp. to acquire 22 Western Electric type RA-1389 disk recording machines to be used by "Voice of America."

Asks for TV License

PORTLAND, Ore., Dec. 12.—Copper Broadcasting Co., operating station KOPR in Butte, Montana, has asked the Federal Communications Commission for a permit to operate a television station.

Halt 'Fox' Release

(*Continued from page* 1)

Affairs, said he had been personally assured by Spyros Skouras, studio head, that the film will not be released as originally planned.

M. F. Leopold Dies at 68

WASHINGTON, Dec. 12.—M. F. Leopold, head of the motion picture production section of the Bureau of Mines, died here suddenly yesterday. He would have been 69 next April 25.

Leopold, who was in charge of the Bureau's film section for more than 25 years, set the pattern under which educational films distributed by the Bureau are financed by sponsoring industrial concerns. He received numerous commendations during his government service, including the Interior Department's distinguished service award. He is survived by the widow and a son. Services will be held at Fort Myer chapel tomorrow morning.

Mexico Celebrates 'Industry Week'

MEXICO CITY, Dec. 12.—"National Cinematographic Week" is being observed here. President Miguel Aleman, attended the opening function. Only Mexican films are being shown in many parts of the country.

RKO Houses in Price Cut

CINCINNATI, Dec. 12.—RKO Theatre's has reduced prices from 75 cents to 64 cents at the Albee, and 55 cents at other first-run houses here, from 9:00 to 10:00 P. M. on Mondays and Thursdays until Christmas. The temporary reduction, termed a "late shoppers special," is in line with department store hours which regularly are from noon until 9:00 on Mondays and Thursday nights until Christmas.

Lux Film Opening in L.A.

"Path of Hope," the Lux Film directed by Pietro Germi, which won the Selznick "Golden Laurel" and the Premio Roma 1951 (annual Italian film critics award) will have its American premiere Friday, Dec. 21 at the Vagabond Theatre in Los Angeles.

To Rebuild Miss. House

CARROLLTON, MISS., Dec. 12.—Management of the Carroll Theater here, which was destroyed by fire recently has announced plans to rebuild as soon as possible. The loss was estimated at $50,000 to $75,000, with partial insurance coverage.

KATO Meet in Spring

LOUISVILLE, Dec. 12.—The Kentucky Association of Theatre Owners, reports that the annual KATO convention, which had been set for Dec. 5-6 here but was postponed, has been tentatively re-set for the spring of 1952.

Variety to Sponsor Opera

ALBANY, N. Y., Dec. 12.—The local Variety Club will present the London Opera Company in "Carmen" at the Strand Theatre on Jan. 8 for the benefit of its Heart Fund.

Welford W. Beaton

HOLLYWOOD, Dec. 12.—Welford Beaton, retired publisher of The Hollywood Spectator magazine, died Monday at his home here. His age was 77.

Rome, Paris May Get Tents

INDIANAPOLIS, Dec. 12.—Plans are being discussed for branches of Variety Clubs International in Rome and Paris, it was disclosed here by Marc Wolf, International chief barker, on his return after installing Variety Tent No. 41 in Dublin, and addressing members of the Variety Club of Great Britain, in London.

In Rome, Wolf broadcast twice over the Italian radio network and his remarks were sent over short wave to Italians living in the United States.

Discussing a visit to the Pope in the Vatican, Wolf said: "His Holiness seemed very much interested in the charitable work being done by the Variety Clubs International and gave it his blessing." Wolf had a special audience with the Pope last Saturday. Following the audience, he met with the Papal Secretary, Monsignor Montini, who asked that more information be sent him regarding Variety.

'Bonnie Prince' to Open on Jan. 15

Sir Alexander Korda's Technicolor production, "Bonnie Prince Charlie," will have its New York premiere on Jan. 15 at the Trans-Lux 60th Street, Oliver A. Unger, national sales director of Snader Productions, which is distributing the film in the U. S., disclosed here.

Other "Prince" premieres scheduled are: Kenmore, Boston, Dec. 25; Lower Mall, Cleveland, Dec. 31; Civic, New Orleans, Jan. 30; Laurel, Los Angeles, the World in Chicago, Stage Door at San Francisco and the Pagaent in St. Louis, all on Jan. 15.

At the same time, Unger announced his resignation as treasurer of Fine Arts Theatre Co., Inc., operator of that new theatre here. Unger, who disposed of his interest in the house, said he will devote his time exclusively to his duties with Snader.

Court Consolidates Suits Vs. Brandt

The suit of Jerome Ross and other stockholders against Harry Brandt and other directors of Trans-Lux Theatres Corp. have been consolidated, according to an order signed yesterday by New York Supreme Court Justice Ernest L. Hammer.

The complainants charge that the defendants conspired to defraud the Trans-Lux Theatres Corp. and its subsidiaries through the purchase of theatre property, claiming $500,000 in damages.

NTFC Party, Election

The National Television Film Council will combine its annual elections with a Christmas party at a luncheon to be held at Trader Tom's here on Wednesday, Dec. 19, it was announced by Andrew Jaeger, incumbent NTFC president. Four officers and 11 members of the board of directors are up for election. Officers and directors elected will represent NTFC's fourth administration.

Technicolor Dividend

The board of directors of Technicolor, Inc., have declared a dividend of 50 cents per share, payable on Dec. 27, to stockholders of record on Dec. 19.

NPA Commends Exchangemen and Exhibitors for Aiding Scrap Drive

Washington, Dec. 12.—The film industry's part in getting out urgently-needed iron and steel scrap was again commended by the National Production Authority today.

Previously, NPA had cited the scrap produced by studios. Today, the agency commended exchanges and theatre operators.

Three film industry scrap drives operating on a one-day basis in Philadelphia, New Orleans and Dallas alone got out nearly 20,000 pounds of scrap, according to the WPA's film division. The scrap was in the form of old film reels and spools, broken projector parts, heavy lighting equipment, film cases and unusable projection equipment. Dallas produced 6,400 pounds, New Orleans, 8,300 pounds, and Philadelphia more than 3,000 pounds the NPA reported.

Film exchanges and theatre owners in other cities are also holding drives this month, it was said.

13 in Monogram's Record Backlog

HOLLYWOOD, Dec. 12.—With 13 films, five in color, Monogram will enter 1952 with its biggest backlog in history.

The Cinecolor films include three produced by executive producer, Walter Mirisch. They are "Rodeo," starring Jane Nigh and John Archer; "Fort Osage," starring Rod Cameron and Jane Nigh, and "Wild Stallion," a Ben Johnson starrer now before the cameras; the Patricia Medina-John Sands starrer, "Aladdin and His Lamp," produced by Walter Wanger, and the Vincent M. Fennelly production of "Wagons West," starring Cameron with Peggie Castle.

The others are Lindsley Parsons' "Desert Pursuit," starring Wayne Morris, and "Northwest Territory," starring Kirby Grant and Chinook, the canine star; William F. Broidy's "The Steel Fist," starring Roddy McDowall; Jerry Thomas' newest Bowery Boys comedy, "Hold That Line," starring Leo Gorcey with Huntz Hall, and Fennelly's "Waco," starring Wild Bill Elliott and done in sepia tone, "Outlaw Town" and "The Man from Black Hills," each starring Johnny Mack Brown and Jimmy Ellison, and the Whip Wilson starrer, "Night Raiders."

Aldon and Webb at 'Drums' Premiere

Mari Aldon and Richard Webb, who have leads with Gary Cooper in "Distant Drums," will make personal appearances at St. Augustine, Florida, for the world premiere of the new United States Pictures production for Warner Brothers, which will have a festive opening at the Matanzas Theatre at St. Augustine on Saturday evening, Dec. 22. The new film was produced on location in the Everglades.

"Distant Drums" will begin its Los Angeles run at Warner's Hollywood, Downtown and Wiltern Theatres on Friday, Dec. 28.

Egolf to Manage in Switzerland for WB

Hans Egolf, Warner manager for Belgium, has been named supervisor for Switzerland, in addition to his duties as Belgium manager, Joseph Hummel, Warner manager for Continental Europe, reports.

Warner's activities in Switzerland were formerly supervised out of the Paris office.

Upturn Reported in Coast Production

HOLLYWOOD, Dec. 12.—The production tally shows an improvement, with a total of 34 pictures in work. Seven new pictures were started, and four were completed.

Started were: "A Yank in Indo-China" and "Rainbow Round My Shoulder," Columbia; "Decision" (Pegasus Productions, Inc.) and "The Twonkey" (Arch Oboler Productions), Independent; "Jumping Jacks," Paramount; "Minnesota," Republic; "Sword of Venus" (American Pictures), RKO Radio.

List Completed Films

Completed were: "Rough, Tough West," Columbia; "Scaramouche," Metro-Goldwyn-Mayer; "Diplomatic Courier," 20th Century Fox; "This Woman Is Dangerous," Warner.

New WB-Starr Pact Drops Profit-Sharing

Herman Starr, general manager of Warner Brothers' Music Publishers Holding Corp., a subsidiary, has signed a new five-year employment agreement which continues in force his salary of $1,500 weekly but which does not carry the previous five-year pact's profit-sharing provision. Starr is also a Warner vice-president.

The new contract, which will run to Dec. 1, 1956, supercedes one which ran from May 19, 1947, to Aug. 31, 1952. The former agreement stipulated that the company also pay each year as remuneration a sum equal to five per cent of the amount by which the consolidated net income of the publishing firm and its subsidiaries for such year exceeded $500,000.

Bldg. Code Board To Hear Proposals

ALBANY, N. Y., Dec. 12.—Representatives of theatres in Albany and other cities and towns of the state will attend a public hearing before the Board of Standards and Appeals tomorrow on proposed amendments to the Standard Building Code for places of public assembly. Commissioner George S. Raymond will preside.

A number of amendments, including a change in the definition of "theatres," has been proposed. The Board has received requests for "variations" on such items as lights in aisles, it is said. The code became effective May 1, 1949, superceding one adopted Oct. 1, 1941. The local hearing will be the only one conducted.

Col. Loan Up $700,000

Columbia Pictures has borrowed under a joint agreement with four banks an additional $700,000 which brings to $7,200,000 the loans it has outstanding. The latest borrowing will be added to the company's general working capital.

The banks involved are: First National of Boston, Bank of America, National Trust and Savings Association and The Manhattan Company.

On Nov. 6, 1950, effective Aug. 1, 1950, Columbia made with these institutions an agreement providing for maximum loans of $12,000,000 which were to be made available up to July 31, 1951, decreasing thereafter by a fixed amount of $1,200,000 annually. All loans under the agreement mature on July 31, 1956.

B. B. Barnes with UA On the West Coast

Becky B. Barnes has been appointed sales representative for United Artists Television Corp. in the West Coast and Southwest areas by John Mitchell, vice-president of UA-TV.

Formerly with Batten, Barton Durstine and Osborn in Hollywood, Miss Barnes will cover television markets in Albuquerque; Brownsville, Dallas, San Antonio, Fort Worth and Houston, Tex.; Los Angeles, San Francisco and San Diego; Oklahoma City and Tulsa; Phoenix and New Orleans.

Mother of Robert Benjamin Buried

Funeral services for Mrs. Anna Benjamin, mother of Robert Benjamin, partner in United Artists and head of the J. Arthur Rank Organization here, were held yesterday at Westminster Chapel, Brooklyn. Mrs. Benjamin died suddenly on Tuesday. Burial was in Mt. Zion Cemetery, Maspeth, L. I.

Benjamin and Arthur Krim, United Artists president, returned here from a Hollywood business trip to attend the services. Krim will return to the Coast in a day or two. Survivors of the deceased also include Seward I. Benjamin, a son, who is secretary and a director of United Artists, and Louis Phillips, a brother, counsel for Paramount Pictures and member of the industry law firm of Phillips, Nizer, Benjamin and Krim.

Grant Long Park Point in RKO Suit

A ruling granting the Long Park Amusement Corp. the right to examine top officers of RKO Theatres Corp. in connection with its $57,500 damage suit was made here yesterday by New York Supreme Court Justice Mathew Levy.

In his ruling, Judge Levy said all books and records involved in the suit must be produced at an examination next Wednesday.

The suit involves dividends growing out of the release which the New Jersey circuit gave RKO Theatres under an agreement whereby Long Park and Walter Reade, Jr., acquired RKO's 250-share interest in jointly-owned New Jersey properties. Long Park, Reade and RKO Theatres were partners in Trenton-New Brunswick Theatres.

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WESTERN UNION (44)

JOSEPH L EGAN PRESIDENT

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J R GRAINGER-REPUBLIC PICTURES CORP
1790 BROADWAY NYK

I AM EXTREMELY HAPPY TO REPORT AUDIENCE REACTION HAS BEEN ABSOLUTELY WONDERFUL FOR WORLD PREMIERE OF WILD BLUE YONDER ORPHEUM THEATRE. OMAHA, NEBRASKA. EVEN MORE PLEASING IS THE EXTREMELY FINE PERFORMANCE AT THE BOXOFFICE. NO BETTER EVIDENCE OF HOW WELL THE PUBLIC LIKES YOUR PICTURE CAN BE GIVEN THAN THE FACT THAT GROSSES ARE BUILDING EVERY DAY. AFTER TREMENDOUS PREMIERE OPENING THURSDAY NIGHT WE ANTICIPATED A POSSIBLE LET DOWN BUT INSTEAD PICTURE BUILT TO BEST SUNDAY GROSS OF THE YEAR FOR ORPHEUM. WE ARE MOVING THE PICTURE FOR A SECOND WEEK TO THE OMAHA THEATRE. PLEASE GIVE THIS INFORMATION TO MR HERBERT J YATES AND WHENEVER REPUBLIC WANTS ANOTHER WORLD PREMIERE ALL YOU HAVE TO DO IS ASK FOR IT. OUR MOST SINCERE THANKS TO BOTH YOU AND MR YATES AND OF COURSE OUR SPECIAL THANKS TO BILL SAAL, MORT GOODMAN AND MICKEY GROSS. THEY ARE TRULY GREAT SHOWMEN AND THEIR ASSISTANCE IN STAGING THIS SPECTACULAR WORLD PREMIERE IN OMAHA WAS INVALUABLE. BEST PERSONAL REGARDS —

A H BLANK.

Thanks...

A. H. BLANK FOR THE MOVE-OVER TO THE OMAHA!

VARIETY CONFIRMS YOUR ENTHUSIASM!

'Wild Blue' Preem Huge 17G, Omaha

Omaha, Dec. 4.

With "Wild Blue Yonder" preem at Orpheum hogging practically all the attendance in town last Thurs-day night [illegible] this fore a large

A WOUNDED SOLDIER NEEDS YOUR BLOOD TODAY!

AMERICAN RED CROSS

HERBERT J. YATES

presents

THE WILD BLUE YONDER

(STORY OF THE B-29 SUPERFORTRESS)

Showman Says About

MIERE IN YEARS!



Jake Rachman - critic
Omaha World-Herald
says: "IT OUGHT TO BE ONE OF THE TOP DRAW PICTURES OF THE YEAR"
...and thousands of dates are ZOOMING in to make his prediction come true!

ing WENDELL COREY · VERA RALSTON · FORREST TUCKER · PHIL HARRIS

with WALTER BRENNAN · WILLIAM CHING · RUTH DONNELLY · HARRY CAREY, JR. · PENNY EDWARDS

Screen Play by RICHARD TREGASKIS · Story by ANDREW GEER and CHARLES GRAYSON · Directed by ALLAN DWAN · A REPUBLIC PICTURE

Warner Meet

(Continued from page 1)

district, with headquarters in New York; Robert Smeltzer, Mid-Atlantic, headquarters in Washington; F. D. (Dinty) Moore, Central, Pittsburgh; Harry Seed, Midwest, Chicago; Hall Walsh, Prairie district, with headquarters in St. Louis; W. O. Williamson, Jr., Southeast, Atlanta; Doak Roberts, Southwest, Dallas; Henry Herbel, West Coast, Los Angeles, and Haskell Masters, Canadian district, with headquarters in Toronto.

Home Office Executives Attend

Home office executives attending include Samuel Schneider, vice-president; Mort Blumenstock, vice-president in charge of advertising and publicity; Norman H. Moray, short subjects sales manager; Roy Haines, Western division sales manager; Jules Lapidus, Eastern and Canadian division manager; John F. Kirby, Southern division manager; Edward E. Hinchy, playdate department head; I. F. Dolid; Bernard R. Goodman, supervisor of exchanges; Robert A. McGuire, auditor of exchanges, and Ben Abner, Metropolitan branch manager.

Wisconsin Allied

(Continued from page 1)

who can afford TV in theatres. "We have to find ways and means to combat all other forms of amusement mediums, not only TV." He stressed kicking back at criticism of the industry by outside forces. "You must sell to the public how good pictures are."

Jack Kirsch, president of Illinois Allied, attacked the sale of films to TV. "Why should people go to our theatres when they get it free on TV?" He cited Hollywood for selling pictures to TV. "I resent movies shown on TV by companies that earn money from us."

Applauds Arbitration

He applauded arbitration and said bidding would break more exhibitors. He called on exhibitors to work with their competitors in avoiding bidding.

Marcus said: "We must all get together behind closed doors and work out our differences to benefit all of us through arbitration."

Sig Goldberg then reported on the outcome of group discussions.

Large towns: Problems on advanced admission prices for pictures; they agreed that a few pictures warrant advance but say it should be left to the exhibitors.

Small towns: Opposed to advanced prices on any basis; also opposed percentages.

Subsequent runs: Cited the clearance problem; stressed that clearance should be based on first run down town.

Russell Leddy asked producers to release more pictures for PTA shows as these shows are doing a good public relations job.

Leon Bamberger of 20th Century-Fox stated an agreement had been made by all film companies that any films approved by four PTA shows will be released after the regular commercial run, and if an exhibitor doesn't get one then he should write direct to the home office.

Small town exhibitors of Wisconsin at the convention this morning voted as to which companies in this territory have been the fairest. The first is 20th-Fox, the second Columbia. Voted the unfairest in their dealings were M-G-M and Warner.

Yesterday's Business Session

At yesterday's business session L. F. Gran, general manager of Standard Theatres, spoke on theatre television, installation, cost and future programs. When asked why he bought the TV equipment installed in the Riverside Theatre here, he answered, "As an expensive experiment, and we hope it will pay." He pointed out that theatre television and TV stations are moving very rapidly. "The answer will be if theatres can get their own channels to produce their own shows. I think theatre television and motion pictures can work side by side and enjoy the amusement dollar."

At the drive-in session yesterday morning attack was made against distributors for discriminating against drive-ins in classifying them as all in the same group as far as film prices are concerned.

Rank Houses Back in CEA

(Continued from page 1)

tions of Rank officials to the authority exercised by Fuller was the principal reason for the withdrawal of Rank's theatres from CEA membership several months ago.

Approval of the plan came as no surprise, since it had been learned that Sir Alexander had held preliminary conversations with Rank on the proposal and it had met with the latter's approval. However, the alacrity with which the Rank theatres were returned to CEA membership, following the general council's adoption of the plan, was unexpected. It had been supposed that a face-saving delay would ensue, with the final peace move being reserved for CEA's annual meeting next March.

To accomplish the end result today, however, extended back-stage conversations which took place at CEA's London Branch dinner at the Savoy Hotel, and which continued into the late hours of the night, were necessary. Association leaders succeeded in hammering out a precise formula agreeable to John Davis, Rank's managing director, and to CEA's independent exhibitor members. The latter were on record as resenting the so-called "Big Stick" methods which they regarded the Rank organization as having employed. While an uneasy peace now has been proclaimed, the independents are overtly welcoming the settlement but still are determined not to tolerate "Big Stick" methods again.

Withdrawal of the Rank theatres from CEA membership for any extended length of time would have seriously embarrassed the British exhibitor organization financially.

Rank's New Gallery Leased to Regent

LONDON, Dec. 12. — The 1,374-seat New Gallery Theatre in Regent Street here has been leased by the J. Arthur Rank Organization to Regent Film Corp., which will operate it as a Continental "art" film house, starting Jan. 3.

Regent has formed a distributing organization for the specialized films with a view to opening similar theatres in all key cities. At one time the New Gallery was regarded as the West End's most select theatre but more lavish houses have come to overshadow it.

U-I to Participate In Oregon Fete

Universal-International has accepted the invitation of Governor Douglas McKay of Oregon to participate in the "Oregon Covered Wagon Centennial" to be held the latter part of January. Universal-International will stage the world premiere of its Technicolor production "Bend of the River" in Portland as a kickoff for the Centennial.

Governor McKay issued an official proclamation last Saturday from his Salem office, creating the Centennial as a tribute to the heroic pioneers who blazed the Westward Trail to settle Oregon and the Northwest.

Decency Legion Puts 6 in Class 'B,' 28 in 'A'

The Legion of Decency has placed 28 films in Class A, six in Class B and one in Class C. "Scarred," a Casolaro Films Distributing Co. product, is the condemned film.

Films placed in Class B are: "The Cimarron Kid," Universal-International; "Cloudburst," United Artists; "The Lady Says No," United Artists; "Maniacs on Wheels," International Releasing Organization; "White Hell of Pitz-Palu" and "Path of Hope," both of Lux Films.

Hill Will Tour for RKO's 'Tembo'

Howard Hill, world champion archer who produced "Tembo," the story of an African game hunt with bow and arrow, will make a ten-week trek with the picture starting Jan. 22, Robert Mochrie, RKO Radio vice-president and general sales manager, announced today.

Release rights for "Tembo" were obtained by RKO Radio this past fall, following dramatic grosses by the picture in R. J. O'Donnell's Interstate Circuit Theatres in Texas.

De Mille Prepares Trailer for 'Show'

Cecil B. DeMille is appearing before the cameras at Paramount studios for a Technicolor trailer on "The Greatest Show On Earth," which he produced and directed.

Narrating the trailer against backgrounds and montages highlighting the action and the picture's all-star cast, DeMille says: "I have filmed over 70 pictures and this is probably the most difficult one that I have ever made. But I believe that 'The Greatest Show On Earth' will give you more pure entertainment, more spectacular action, more laughter, more thrills and more happiness than any motion picture I've ever made before." The film has its world premiere at Radio City Music Hall in New York on January 10.

Spaeth to Artists Films

Dr. Sigmund Spaeth has been added to the advisory board of Artists Film, Inc., by Paul Lazare, president of the company. Next major project of the company is the filming of Robert Schumann's "Carnival."

39 to WOR-TV

(Continued from page 1)

WOR-TV, will be started after Jan. 1, when the contract goes into effect.

The television station said the following features are slated for early showings: "The Earl of Puddlestone," starring James Gleason, Lois Ranson and Eric Blore; "Country Gentlemen," Olsen and Johnson starrer, and "The Sheik Steps Out," with Ramon Navarro and Lola Lane.

The Westerns feature Don (Red) Barry with Noah Beery, Lynn Merrick and Al St. John in supporting roles.

Among other films included in the deal are: "The Higgins Family," "Mama Runs Wild," "Gentleman from Louisiana," "Laughing Irish Eyes," "Mickey the Kid," "Happy Go Lucky," "Rhythm in the Clouds" and "A Thousand Days."

MPA Rejects Bid

(Continued from page 1)

the province of each individual company and the matter should be brought to each company's attention rather than MPAA. A similar position was taken by MPAA last year when Phonevision made overtures to the association.

Still Confident

Despite MPAA's stand, confidence of lining up films for the projected test, which is still subject to the approval of the Federal Communications Commission, was expressed by a Skiatron official. He said if Phonevision was able to line up films, he saw no reason why Skiatron should not be able to do so too.

Economic Advisor

(Continued from page 1)

with the Budget Bureau, said he would work with the MPAA chiefly on foreign problems, including remittances. No definite date for the switch has yet been set, he stated.

Johnston also brought from the ESA with him, on Dec. 1, Ralph Hetzel, George Vietheer and Norman Kuhne. Another new MPAA staff addition, Edward Cooper, comes from Capitol Hill.

Schedule RMTA Meets

WASHINGTON, Dec. 12.—The annual Radio-Television Manufacturers Association fall meet will be held at Syracuse, N. Y., in 1952 and at Toronto in 1953, according to an announcement by Virgil M. Graham, associate director of the RTMA engineering department.

Crawley Producers' Head

TORONTO, Dec. 12.—F. R. Crawley, president and general manager of Crawley Films, Ltd., was elected president of the Association of Motion Picture Producers and Laboratories at the annual meeting held here. He succeeds Leon C. Shelly of Shelly Films, Toronto.

Boost Ad Rates

CLEVELAND, Dec. 12.—Two of Cleveland's daily newspapers, the *Plain Dealer* and the *News*, have notified theatre owner's of a two-cent-a-line boost in advertising rates, effective Feb. 1. The *Press* is expected to make a like announcement. The last boost was in April, 1951.

20th Meet Friday In Minneapolis

MINNEAPOLIS, Dec. 12.—There will be a meeting of 20th Century-Fox branch and office managers and other sales personnel of the five branches of the Minneapolis district here Friday which will take up economic conditions, forthcoming releases and plans for this district. The meeting was called by district manager M. A. Levy.

Also, the texent of territory saturation bookings on "Wait Till the Sun Shines Nellie," with color by Technicolor, will be determined at the conference, as well as the campaign for "The Pride of St. Louis," Levy disclosed. Other pictures up for discussion include "David and Bathsheba," "Decision Before Dawn," "Song in My Heart," and "Bells on Their Toes."

Those Attending

Attending the conference, besides Levy, will be his assistant in Minneapolis, Saul Malisow, Minneapolis branch manager, Ralph Pielow, and office manager Glen Roberts; Chick Evans, Midwest exploiteer; and branch managers Gordon Halloran, St. Louis; Joe Neger, Kansas City; Bob Conn, Des Moines; Jack Lorentz, Milwaukee; Joe Scott, Omaha.

John Warfield, Manager

SAN FRANCISCO, Dec. 12.—John C. Warfield, theatre manager and brother of the late David Warfield, died Dec. 7 at his home here. He was 76. He is survived by two sisters, Miss Jule Warfield and Mrs. Mildred Harriman, both of San Francisco.

Adopts Arbitration Plan

(*Continued from page* 1)

action of national Allied condemning the practice of various film companies persisting in the policy of "illegally" fixing admission prices through subterfuge and "so called" free release and warns all exhibitors that they may be placing themselves in jeopardy by being a party to this practice.

Speakers on the afternoon program were Trueman Rembusch, national Allied president; Mike Simon of M-G-M, and Jack Jackson of National Screen Service. Jackson advocated more advertising prior to exhibition, remarking that there is no pre-sold picture. Simon stressed the need for exhibitor and distributor harmony. Rembusch gave the latest developments of TV presented in theatres and also stressed closer association between exhibitors and distributors.

New officers elected are Abe Berenson, New Orleans, president; F. G. Prat, Jr., Vacherie, La., vice-president; Harold Bailey, New Orleans, secretary; Lewis Watts, Oil City, La., treasurer.

Chairman of the board is L. C. Montgomery, New Orleans; national directors are A. Berenson, L. C. Montgomery. The new board of directors is composed of Nick Lamantia, Bogalusa, La.; Locke Bolen, Jackson, Ala.; Ted Solomon, McComb, Miss; William Sendy, New Orleans, and B. V. Sheffield, Poplarville, Miss.

Banquet Last Night

The banquet this evening concluded the convention.

Among the guests introduced at yesterday's luncheon by president Abe Berenson. were Rudolph Berger, M-G-M; Paul Wilson, 20th Century-Fox; Simon and Rembusch. C. J. Briant, M-G-M branch manager here, spoke on the "Movietime" campaign, describing the enthusiasm it had generated and calling for its continuance.

Youngstein Speaks

UA's Max Youngstein in his speech described his company's organization, putting the emphasis on good product and young producers like Stanley Kramer and Sam Fuller.

Irene Schreck's Mother

HOLLYWOOD, Dec. 12.—Mrs. Celia Dixon, 90 years old, died Saturday night at her home here following a long illness. She was the mother of Irene Schreck, who is executive assistant to Monogram-Allied Artists producer Scott R. Dunlap. Funeral services for Mrs. Dixon were held Tuesday. In addition to Mrs. Schreck, she is survived by two sons and another daughter.

Reade Party for Press

New York City trade paper, newspaper, television and radio representatives, and their families, will be guests of Walter Reade at a Christmas party at his Park Avenue Theatre on Saturday morning, Dec. 22. A special Christmas screen show will be presented for the children, and there will be a Santa Claus present to distribute presents and refreshments to the youngsters.

Second Quarter Date For Filing Is Dec. 22

WASHINGTON, Dec. 12.—Manufacturers of theatre and film equipment must file their applications for second quarter 1952 government allotments of steel, copper and aluminum with the National Production Authority by Dec. 22, NBA film chief Nathan D. Golden said here.

Applications have already been mailed, Golden said. He pointed out that the form of the application has been modified somewhat, and suggested careful reading of the detailed instruction sheet on filling out the form.

Golden cited particularly the fact that the government has increased the consumption limits for small users who can self-certify their metal needs. Manufacturers using less than these amounts of metals need not apply, he said: 30 tons of carbon steel, eight tons of alloy steel, 1,500 pounds of stainless steel, 3,000 pounds of copper and copper-base alloy, and 2,000 pounds of aluminum.

CSU Returns

(*Continued from page* 1)

ducers. The CSU said that in return for the studios firing the CSU workers, IATSE had promised to give the major studios better wage rates and more skilled labor than it gave the independents.

The District Court threw out the case, and the CSU appealed to the Circuit Court. The Circuit Court also threw it out, and now the CSU has gone to the Supreme Court.

PARAMOUNT TRADE SHOWS

December 13, 1951

"FLAMING FEATHER"

Starring

STERLING HAYDEN · FORREST TUCKER

ARLEEN WHELAN · BARBARA RUSH

VICTOR JORY · RICHARD ARLEN

with Edgar Buchanan

Color by TECHNICOLOR

Directed by Ray Enright

Story and Screenplay by Gerald Drayson Adams

Additional Dialogue by Frank Gruber

Produced by Nat Holt

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	4 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	10:30 A.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:30 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 400 North Preston Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	3:30 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	2 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	1:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1:30 P.M.
JACKSONVILLE	FLORIDA STATE THEATRE SCREENING ROOM, Florida Thea. Bldg.	2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	11 A.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	1:30 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2:30 P.M.

The "PICKUP" Girl Is Back!



What she does to men is nobody's business but yours...

in her latest and best...

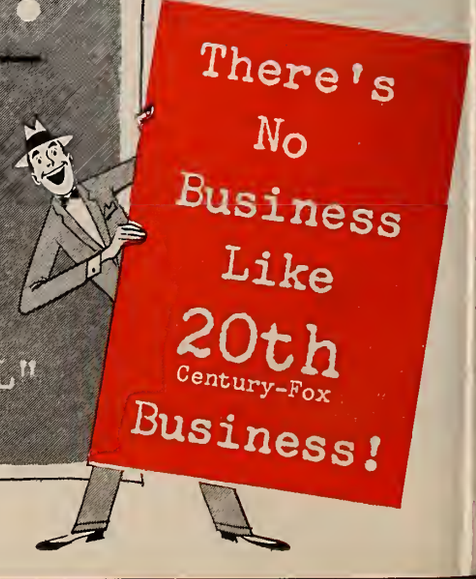
The GIRL on the BRIDGE

PLAY IT

WHILE IT'S HOT!

Nobody - But Nobody Delivers Like 20th!

"FIXED BAYONETS" • "ANNE OF THE INDIES" (Technicolor) •
"DAVID AND BATHSHEBA" (Technicolor) • "GOLDEN GIRL" (Technicolor) •
"THE DESERT FOX" • "THE DAY THE EARTH STOOD STILL" • PEOPLE WILL TALK" • "TAKE CARE OF MY LITTLE GIRL" (Technicolor) • "LET'S MAKE IT LEGAL"



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 115 NEW YORK, U. S. A., FRIDAY, DECEMBER 14, 1951 TEN CENTS

Theatre Video Test Termed Proof for FCC

RCA Demonstration Shows Megacycle Needs

A theatre television demonstration which, it is believed by observers, will prove to the Federal Communications Commission the superiority of the theatre TV image and also the need for exclusive channels for theatre video, with at least an eight to 10 megacycle width, has been held at RCA's tube plant at Harrison, N. J.

Theatre television backers are said to be completely enthusiastic over the results of the demonstration, given Wednesday. It was attended by radio, TV and theatre TV technicians.

The demonstration showed the differences in images with bands varying in width all the way from four megacycles, the home telivision width, to 20 megacycles. It also showed the

(*Continued on page 6*)

Services Today for Benjamin S. Moss

Funeral services will be held this morning at Temple Emanuel here for Benjamin S. Moss, 73, pioneer motion picture theatre operator who died Wednesday night at his New York home following a heart attack. Interment will take place at Mt. Hope Cemetery, Hastings, N. Y.

Father of Charles B. Moss, managing director of the Criterion Theatre on Broadway, the deceased organized in 1910 the syndicate that built the $100,000 Washington Theatre in upper Manhattan, which has been

(*Continued on page 6*)

Warner Theatres to Hold Meet Today

Harry M. Kalmine, president and general manager of Warner Theatres, will preside at a zone managers' meeting today at the home office. Attending will be:

Zone managers Alfred D. Kvool, Chicago; Nat Wolf, Cleveland; Harry Feinstein, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia; Moe A. Silver, Pittsburgh; George A. Crouch, Washington.

Film buyers Alex Halperin, Chi-

(*Continued on page 7*)

Some Owners See Fee-TV Aiding Their Attendance

Exhibitors generally do not fear subscriber-television, but, to the contrary, some 17 per cent feel that subscriber-fee television—on the order of Zenith's Phonevision, Skiatron's Subscriber-Vision or Paramount's Telemeter—might actually help theatre attendance or, at least, that it would not seriously affect attendance for any extended period. This was in marked contrast to exhibitors' unanimous prognostications of doom should the Hollywood product be sold to TV.

These are the basic conclusions of a survey of exhibitors throughout the country made by *Motion Picture Herald,* the results of which will appear in today's issue.

Exhibitors across the nation would not be happy to see the FCC authorize subscriber-fee television, but at the same time they would not consider the action the beginning of inevitable extinction.

"What effect," the *Herald* asked a representative group of exhibitors, "do you think FCC authorization of sub-

(*Continued on page 6*)

Levey 'Confident' Of Hollywood Aid For Skiatron Test

Arthur Levey, president of Skiatron Electronics and Television, said here yesterday that he is completely confident that Hollywood will cooperate wholeheartedly in the projected test of the Skiatron Subscriber-Vision television system.

"We are asking major companies and independent producers to make available to us top quality films for the New York trial run for which

(*Continued on page 6*)

Say 'U' Was Aided by Decentralization

HOLLYWOOD, Dec. 13.—"The policy of decentralizing authority from the home office to branch offices throughout the country provided Universal not only with sales policy which gave greater authority to branch managers to deal with exhibitors on the local level, but also provided the opportunity for the training of executive manpower," declared Al Daff, world sales director, and Charles Feldman, domestic sales manager of the company, in a joint statement. They are here presiding at a week of meet-

(*Continued on page 6*)

Propose Changes in State Building Code

ALBANY, N. Y., Dec. 13.—Motion picture theatre spokesmen suggested changes in the proposed amendments to the state standard building code for places of public assembly at a four hour hearing here this afternoon before Commissioner George S. Raymond of the Board of Standards and Appeals. These included modification or clarification of sections concerning stairways, exit doors, ventilation of stair and shaft enclosures, exit signs, drive-ins and casualty reports.

The last named is a new provision

(*Continued on page 6*)

Allied of Wisconsin Commends Rodgers, Pledges Its Cooperation to Reagan

MILWAUKEE, Dec. 13. — Allied Theatres of Wisconsin at its annual convention, concluded here last night, unanimously adopted a resoultion of appreciation of the industry unity efforts of William F. Rodgers, M-G-M vice-president in charge of distribution, who enters upon an advisory status on Jan. 1, and at the same time saluted Charles M. Reagan, who will succeed Rodgers as head of M-G-M's domestic distribution. The resolution said in part:

"Be it resolved that this convention expresses its appreciation to Mr. Rodgers for the efforts he has made to bring our industry closer together and our happiness that he is not retiring but will continue his active interest in our business in an advisory capacity and we wish him many years of health and happiness.

"And be it further resolved that this convention sends its greeting to Mr. Charles Reagan in his difficult assignment in following in Mr. Rodgers' footsteps and pledge him the same cooperation we gave 'Bill,' confident that he will grasp the torch and carry it on toward a better understanding between all branches of our great industry."

TOA Needs Grievance Drive Fund

Incursion Into Trade Practices Expensive

Theatre Owners of America's recently launched incursion into the trade practices sphere has made it necessary for the organization's headquarters to impress upon the membership that funds will be needed to sustain the new activity.

With increasing frequency letters, bulletins and "progress reports" from TOA headquarters to member theatres all across the country are pointing out that a campaign such as the organization intends to wage in the interest of equitable rentals, arbitration, flexible sales policies and exhibitor training will require "dollars, not pennies."

A principal feature of TOA's efforts in the field of trade practices

(*Continued on page 7*)

House Closings Aid Phila. Over-seating

PHILADELPHIA, Dec. 13.—Reflecting the serious over-seating situation which has existed in this area since the big building boom of many years ago, some 40 theatres have closed in this area this year. Further relieving the highly competitive situation, many more are expected to close in the new year.

Philadelphia exhibitors generally are optimistic over 1952 business prospects. They cite the marked increase in receipts in the past year and are convinced "a movie boom is on again,"

(*Continued on page 6*)

Spiegel in N. Y. Paramount Post

Henry Spiegel has been named advertising-publicity-exploitation director of the New York Paramount Theatre by Robert M. Weitman, vice-president of United Paramount Theatres and managing director of the New York and Brooklyn Paramount houses.

Spiegel will also continue as advertising - publicity - exploitation director of the Brooklyn Paramount, a post he has held since 1945. In the New York position he succeeds the late John E. McInerney.

4 More Tents Elect Heads

The Buffalo, Cincinnati, Indianapolis and Philadelphia Variety clubs report elections of officers for the coming year.

Tent No. 7, Variety Club of Buffalo, has elected an 11-man board of directors in the annual balloting. The new directors are: Constantine J. Basil, Walter Gluck, Robert Hayman, Billy Keaton, Charles B. Kosco, Arthur Krolick, W. E. J. Martin, Vincent R. McFaul, Dave Miller, Albert Ryde and Max Yellen.

Ryde and Miller have been made delegates to the International convention to be held in Las Vegas, Nev., in April, and William P. Rosenow and V. Spencer Balser have been named alternates.

Vance Schwartz was reelected chief barker and Jack Finberg, first assistant of the Cincinnati Variety Club, Tent No. 3, and Herman Hunt was named second assistant. Also reelected were William Onie, dough guy; Saul Greenberg, property master, and Allan S. Moritz, delegate to the International convention. Rube Shor was named bouncer, a post not filled for the past two years. Installation and a dinner-dance were set for Dec. 26.

Claude McKean, Warner branch manager, was elected chief barker of Indianapolis Tent No. 10 for 1952 at a meeting of the board. Other Indianapolis officers elected are Burdette Peterson, first assistant chief barker; Richard Lochry, second assistant; Barney Brager, property master; Morris Cantor, dough guy, and Guy Hancock, chairman of the Heart Fund committee. Members of the crew for 1952 are: Trueman Rembusch, Kenneth Dotterer, William A. Carroll, Al Blocher and Joe Barr. Thomas McCleaster, retiring chief barker, was elected International canvassman.

The Variety Club of Philadelphia, Tent No. 13, annual dinner will be held at the Hotel Bellevue Stratford there on Jan. 7 in honor of Ted Schlanger, zone manager of Warner Theatres in Philadelphia, as the retiring chief barker, and Victor H. Blanc, the newly-elected chief barker and his crew for 1952. Blanc also has just been elected Councilman-at-Large of Philadelphia.

CBS Leases Coast Carroll Theatre

HOLLYWOOD, Dec. 13.—The CBS-Television Network has leased the Earl Carroll Theatre on Sunset Boulevard here for use as a television theatre, A. E. Joscelyn, director of CBS operations in Hollywood, announced here today. The lease is effective Jan. 1, and is for one year with options. Modifications of the interior will be limited to technical needs. No alterations will be necessary for audience needs.

Several CBS-TV Network programs will originate from the Carroll stage. Joscelyn described the lease as an "interim deal," pending the time when studios at CBS Television City are ready for use.

Personal Mention

ARTHUR LOEW, president of Loew's International, is in Japan en route to Australia and will return here Dec. 27.

•

SAL ADORNO, SR., general manager of the Adorno-Middletown Theatres at Middletown, Conn., and MRS. ADORNO, recently celebrated their 51st wedding anniversary. SAL ADORNO, JR., who assists his father on the circuit, and his wife celebrated their 15th anniversary.

•

OSCAR MORGAN, sales manager of Paramount short subject sales and Paramount News, is an appointee to the newly-formed Commission on Mass Communications of the National Conference of Christians and Jews.

•

JOHN R. CLARK, JR., assistant to the president of Technicolor Motion Pictures Corp. and DAVID SHATTUCK, treasurer of the company, will leave New York today for Hollywood.

•

PAUL JONES, Paramount producer, will arrive in New York on Monday from Hollywood, with his wife and daughter, for a 10-day holiday.

•

SAM WEISS, sales manager of Louis Weiss and Co., Hollywood, and singer DANA LESLIE are newlyweds.

•

MAX E. YOUNGSTEIN, United Artists vice-president, is due to return here today from New Orleans.

•

GEORGE SEATON, producer, and his wife left here for the Coast yesterday.

BARNEY BALABAN, Paramount Pictures president, is in Florida and will return to New York after the first of the year.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, will leave here Dec. 19 for Seattle where he will spend the Christmas holiday with his family. He is expected to return to New York around Dec. 27.

•

B. E. HOFFMAN, formerly assistant zone manager of Warner Theatres in New Haven, has returned to that city following a vacation trip to Europe and Israel.

•

C. J. FOREST, manager of the Trinidad branch of the Westrex Co., Caribbean, has returned to Port-of-Spain from New York.

•

ED CANNELLI of the Columbia Pictures exchange in New Haven and his wife announce the birth of a baby girl, PATRICIA ANN.

•

SGT. PAT BUCHERI, formerly manager of the Rialto Theatre at Hartford, is now staging shows for the 43rd Infantry Division in Germany.

•

MURRAY SEGAL, Paramount trade paper contact, was confined to his home yesterday because of illness.

•

NAT HOLT, producer, will leave Hollywood today for New York.

•

R. M. SAVINI, president of Astor Pictures Corp., is now on the Coast.

Levin Associates to Hold N. Y. Meet

Following a Midwest regional meeting in Milwaukee, Jack H. Levin Associates has scheduled a similar session for all of its executives in the East and South, at the Hotel Astor here during the weekend.

Jack Levin, president of the national survey, research and checking company, who flew back to New York yesterday, reported that the series of regional meetings which have encompassed the whole country were necessitated by the conclusion of several new contracts with a number of independent film distributors.

Ask Extended Run For 'Quo' in Chicago

CHICAGO, Dec. 13.—Attorney Miles Seeley, representing M-G-M, has asked for an extended run here on "Quo Vadis." The request for an extended run (over the two weeks' run permitted by the Jackson Park decree) will be heard by Federal Judge Michael L. Igoe on Dec. 28.

Reitanos Lease House

Berk and Krumgold, theatrical realty specialists, have consummated a 25-year lease for the Liberty Theatre, Bernardsville, N. J., from a corporation controlled by Frederick Morrison for lessees Amelia and Arthur Reitano, who operate several theatres in Upstate New York.

20th Coast Meet May Go on to Next Week

HOLLYWOOD, Dec. 13.—The top echelon executives who have been meeting at 20th Century-Fox studio here since Monday today appeared likely to continue their sessions through the weekend and possibly into next week. The participants have been screening completed product and outlining the company's sales and advertising plans, both on individual pictures and on an over-all basis, but the policy announcements expected today were postponed. It is believed, however, that expansion all along the line, from budgets to exploitation, is the keynote of these executive conferences.

Evelyn Sweeney Dies

Funeral services will be held here tomorrow morning at 11 at Gehlert and Neslage Funeral Home at Larchmont, N. Y. for Evelyn Sweeney, who died on Wednesday night after a lengthy illness. She joined the old Motion Picture Producers and Distributors of America on the day it started, March 5, 1922, as a secretary and later became an assistant on the Community Relations staff of the present Motion Picture Association of America, where she had been working intermittently following an operation three years ago.

The Industry's Own—The Variety Clubs-Will Rogers Hospital—Depends Entirely on Contributions from the Amusement Industry. Sign the 'Christmas Salute' Scroll today!

Selznick Goodwill Messages 'Beamed'

Scheduled for overseas beaming on "Voice of America," the U. S. State Department has made special tape recordings in New York and Hollywood of interviews with David O. Selznick, Alfred Hitchcock and Joan Fontaine.

Selznick taped two 10-minute recordings in New York on the part films play in creating international goodwill.

UA Continues Talks On Star Partnerships

Negotiations between United Artists and the Music Corporation of America are continuing with a view to establishing an arrangement whereby a group of MCA stars would be invited to make one picture each a year as co-owners of the film in which they appeared, Arthur B. Krim, UA president, said in New York yesterday. The actors would not be paid salaries, but would, as owners, receive a percentage of the earnings and retain an interest in the residual rights to the pictures.

Krim, who returned to New York late Wednesday from a Hollywood business trip, said he will remain here "for the next couple of weeks." Lew Wasserman of MCA who has been in on the negotiations could not be reached here for comment yesterday, but his office indicated he may leave for the Coast tomorrow. Stars' names said to have been advanced in the negotiations are Gregory Peck, Cary Grant, Alan Ladd, James Stewart and Marlon Brando.

UA, Col. Close Dec. 24-25

United Artists and Columbia have joined the seven major film companies who had previously announced that they would remain closed Monday, December 24, and Christmas Day for a four-day weekend holiday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
DORIS DAY
DANNY THOMAS
"I'LL SEE YOU IN MY DREAMS"
plus THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

HOWARD HUGHES presents
THE RACKET
starring ROBERT MITCHUM LIZABETH SCOTT ROBERT RYAN
in person PEARL BAILEY
BOBBY WAYNE BERNIE MANN and the All-American Band LEE MARX
Exclusive HENNY YOUNGMAN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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THE HILARIOUS TALE OF THE KID WHO TODDLED HOME WITH $100,000...

but he couldn't tell where he got it!

There's a fortune in his little red wagon... and half the guns in the underworld on his trail!





MOMMY'S gonna leave home...



DADDY'S gonna get in a jam!

"Finder's Keepers"



It's that Wonderful "WILLIE" of "UP FRONT" fame!



GRANNY'S gonna be on the spot!

STARRING

TOM EWELL
JULIA ADAMS
EVELYN VARDEN

with **"DUSTY" HENLEY**
Small Fry – but oh my, what he does to your laughter!

Story and Screenplay by RICHARD MORRIS
Directed by FREDERICK de CORDOVA • Produced by LEONARD GOLDSTEIN • A Universal-International Picture

Universal International

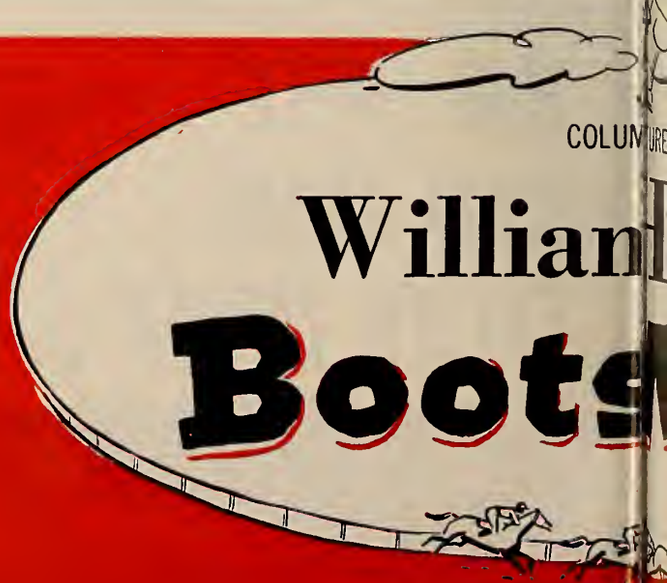
from U-I... MAKER OF THE MONEY-MAKERS!...

COLUMBIA'S GOT

"BOOTS

THE STORY OF A BOY WHO LEFT HOME AND A MA

They'll love this man-and-boy story, told with all the color of the sport of kings... and phonies. And they'll keep it forever in that special corner of their hearts beside such other immortal hits as "The Kid" and "The Champ"!



with STA

and introd

Produced and Written by M

A BIG ONE IN "MALONE!"

WHO NEVER HAD ONE!

URES presents

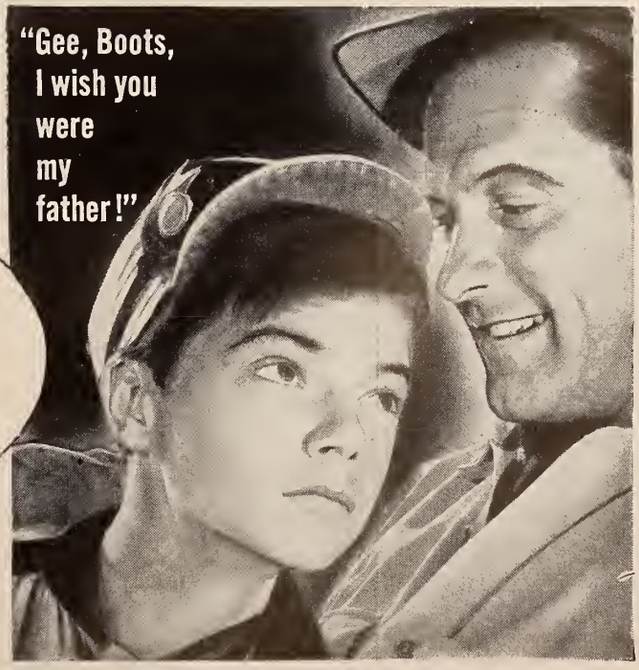
HOLDEN IN

Malone

NTS · BASIL RUYSDAEL

NNY STEWART

ES · Directed by WILLIAM DIETERLE



MPA-TOA Petition On TV Status Due

Washington, Dec. 13.—The Motion Picture Association of America and the Theatre Owners of America are expected to file very shortly—possibly tomorrow—their request to have the Federal Communications Commission consider classing theatre television as an industrial service.

The petition will emphasize that the two groups feel exclusive channels are needed for theatre TV. However, it will say, should this be impossible, the industry would rather share channels now used by industrial service than have nothing. It will suggest this question be added to the list of those to be discussed at the coming FCC hearings.

Benjamin S. Moss

(*Continued from page* 1)

termed the first real "film palace." Later he headed a circuit bearing his name, offering both films and vaudeville. One of its largest houses was the B. S. Moss Coliseum on upper Broadway, which opened in Dec., 1920.

Four years later, Moss opened the Colony Theatre, on Broadway near Times Square, which now is the Broadway Theatre, a legitimate house. In 1921, Moss joined E. F. Albee in the operation of the circuit of vaudeville houses founded by Keith and Proctor, the new enterprise assuming the name of Keith-Moss-Proctor. Seven years later he sold his share to the RKO interests and retired from the vaudeville business.

Since then Moss built the Criterion and Trans-Lux on Broadway, among others. Latterly, he was chiefly occupied with his realty companies, the Forest Hills Realty Corp., Polk Realty Corp., and the Cedarhurst Construction Co. He was financially interested in six film theatres on Long Island and one in Fort Lee, N. J.

In addition to his son, survivors include the widow, a daughter, two brothers, two sisters and four grandchildren. The late Paul Moss, New York City License Commissioner, was a brother.

Levey 'Confident'

(*Continued from page* 1)

we will ask authorization from the Federal Communications Commission," Levey said.

"We refuse to believe that the producers can afford to ignore the huge potential of our system which could widen the paying movie audience beyond all expectations," he added.

Skiatron's Subscriber-Vision is currently undergoing tests over WOR-TV in New York.

"It has been said that the principal opposition to subscription television stems from exhibitors," Levey continued. "Yet a number of theatre operators have made it plain that Skiatron's plan to cut them in for a fair share of the profits appeals to them."

Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital—and "Help Care for Our Own."

State Building Code Changes

(*Continued from page* 1)

which would require "the person in charge of a place of public assembly to report to the Board every fire or emergency evacuation and every death or personal injury occurring in such place during public occupancy." The report would be made on blanks to be furnished by the Board and would be "confidential to the Board and not a public record." It would be made within 10 days "after knowledge of such event." No report would be required for "accidental personal injuries requiring no medical treatment beyond ordinary first-aid, nor if a satisfactory report is filed with an insurance company in this state, and the board is notified thereof and authorized to examine the same."

TOA Critical

A memorandum of "comments and recommendations" by the Theatre Owners of America, including the Metropolitan Motion Picture Theatre Association, expressed strong criticism of the requirement. It was characterized as "discriminatory in nature," and one not required of other industries.

Commissioner Raymond observed that it was "not discriminatory," that a similar provision had been incorporated in codes for four other businesses. He declared that a stop must be put to the very large number of accidents. Even if a study showed 90 per cent of workmen's compensation cases resulted from accidents "beyond the Board's power to control," there would remain 10 per cent, which is "too high." He added: "We must find out the reasons for these accidents; to do so, we must have a statistical basis."

He agreed with a suggestion by J. Dewey Lederer, chief of construction and maintenance for Schine Theatres, that the provision be rewritten to permit filing of the report by the manager "or his superior." Small town managers "are not always lucid," Lederer explained.

In approving this change and in agreeing to or taking others under consideration, Commissioner Raymond emphasized "we have no pride of authorship in this code or in the proposed amendments. We want your advice and suggestions." The commissioner said the purpose of the proposed changes are two fold: (1) To eliminate the large number of "variations" which have been filed since the present code took effect May 1, 1949; (2) To refine and improve it. He stressed that "the Board's paramount responsibility is safety to the public, but we wish to achieve this without causing undue hardship to operators of places of public safety. We want to be fair."

Thanking the theatremen for their "high intelligence and cooperation," Raymond announced another hearing will be held at the Albany offices of the Board of Standards and Appeals on Jan. 14 at 2 P.M. Copies of proposed changes decided in the interim will be submitted in printed form to those attending today's hearing. An 18-page recapitulation formed the basis of that discussion.

Lederer, who appeared with Joseph F. Stein, technical consultant for the Schines, approved portions of the proposed amendments but questioned the soundness of several affecting present structures. He particularly challenged a requirement that stairways leading from the balcony to the lobby be enclosed and fireproofed, while those leading to the foyer need not be enclosed. The former is safer than the latter, Lederer argued.

Commissioner Raymond, who throughout the hearing underlined the danger of fire, seemed to agree with Lederer on this point. Afterward, Lederer estimated that 100 theatres in the state might be affected by the code, which applies only to cities without a bureau of buildings and enforcement machinery for building regulations. The cost of required changes might be $10,000 to $15,000 and many of them would have to be made in houses now on the profit borderline, Lederer stated.

A long discussion ensued on a section which requires that "screens constructed after Jan. 1, 1952, shall be so located or shielded that pictures shown thereon shall not be visible from any highway." The TOA-MMPTA memorandum objected to this, claiming there are and may be situations where the picture can be screened from drivers on the main highway but not on a secondary one. Commissioner Raymond declared that the regulation, suggested by the state police, be tried.

Board Would Use 'Common Sense'

The Board of Standards and Appeals would consider each case on its merit, issuing a variation if necessary. He commented: "The traveling public must be protected from the driver distracted by the picture on the screen." The board would use "common sense" in deciding appeals, but it "wants an end to building drive-ins in such locations."

A question by Louis Sumberg, attorney for Lamont Theatre, brought out that the proposed revised code would permit wooden screen frames for new drive-ins. They are not now permitted for new drive-ins.

Fred Haas, maintenance chief for Fabian Theatres, who read the TOA-MMPTA memorandum, said: "The industry desires a code safe for the theatre going public."

Others appearing included: Joseph Saperstein, Fabian division offices; Sergeant Foster, state police; police chief Joseph L. Murphy, Kingston; John J. McCarthy, former battalion chief in New York City Fire Department and now with the State Hotel Association; Col. Charles N. Morgan, Board of Standards, and John Coggeshall, of the code unit.

House Closings Aid

(*Continued from page* 1)

with fewer houses showing better pictures for longer runs.

Philadelphia has 187 licensed motion picture theatres, compared with about 300 during the '30s. Some industry members feel that if the total now drops to 150, or even 125, the business as a whole will benefit.

Says 'U' Was Aided

(*Continued from page* 1)

ings of Universal production, sales and advertising executives.

Daff and Feldman attributed improvements in company business and otherwise during the past year as coming in part from Universal's policy of promotions from within the ranks of its sales organization.

Expect FCC Okay of F. and M. Petition

Washington, Dec. 13.—Federal Communications Commission observers think there is a very good chance that the Commission will grant the new petition by Fanchon and Marco to intervene in the coming American Broadcasting-United Paramount Theatres merger hearings.

The Commission denied this intervention last week. Partmar Corp. and four other firms—three of them also affiliated with F. and M.—then asked the FCC to reconsider, and filed a long brief giving their reasons. One top FCC official said he thought there was a "very good chance" now that this new request would be approved. Industry observers here agreed.

Theatre Video

(*Continued from page* 1)

comparison with 35mm. motion pictures.

The film industry has asked the FCC to give it exclusive channels of a 10 MC width. Hearings are scheduled to start on this question late in February.

According to observers, the RCA demonstration conclusively proved the fact that a four MC band is not wide enough for good theatre television images. This will help refute, it is believed, the argument that theatre TV should depend entirely on the four MC bands of the American Telephone and Telegraph Co.

The demonstration also showed, in the opinion of some observers, that at eight to 10 MC, theatre TV can produce an image equal to if not superior to 35mm. motion pictures.

The theatre TV interests hope to somehow get a similar demonstration before the FCC—either by taking the RCA equipment to Washington or getting the Commission to go to New Jersey. They say this demonstration proves graphically what all the briefs and testimony merely claim.

Fee-Television

(*Continued from page* 1)

scriber-fee television would have on your theatre attendance?"

The majority of the answers were made on the assumption that the programs thus sold would be of a higher caliber than those now viewed on free television and would probably include Hollywood films produced originally for theatres.

A majority of exhibitors feel that paid television is the form in which audiences should have received television all along. Subscriber-fee TV, they said, would establish more equal competition with motion pictures, eliminating what they now consider a lop-sided situation of free entertainment versus fee entertainment.

Peggy Foldes in NewPost

Peggy Foldes, formerly managing editor of the *North Side Daily News*, and for 13 years in charge of vaudeville publicity for RKO Theatres, has joined the firm of Max Rogel & Associates, public relations counsellors.

TOA Drive

(*Continued from page* 1)

is its grievance panel program, which indicates increased travel and hotel expenses for the organization's executives who will journey to distant cities to hear exhibitor complaints.

In conjunction with these efforts, the headquarters office staff has been increased, Dick Pitts and Howard Bryant having been named assistants to Gael Sullivan, TOA executive director, who is spearheading the trade practice grievance work.

Although the plan originally was that some six grievance panel hearings would be held in various parts of the country during a single year, it is expected now that more than this number will have been held by the end of the first year of investigatory work and attempts to secure distributor adjustments and corrections. For example, emergency panel sessions will be held Monday and Tuesday in Albany and Watertown, N. Y., respectively, neither of these two cities having been included on the original schedule of panel visits. The panel already has sat in Charlotte, and dates for hearings will be set for Atlanta, Los Angeles, Denver, Chicago and New York.

Meanwhile, TOA headquarters is frankly informing members that "action takes money."

Warner Theatres

(*Continued from page* 1)

cago; Joe Weinstein, Cleveland; Herb Copelan, New Haven; Arnold Jordan, Arnold Michaelson and Joe Minsky, Newark; Max Friedman, Albany; Ted Minsky and Dan Triester, Philadelphia; Saul Bragin and Joseph Feldman, Pittsburgh; Lou F. Ribnitzki, Washington.

Home office executives Miles Alben, Max Blackman, Frank Cahill, Zeb Epstin, Nat Fellman, Harry Goldberg, Lou J. Kaufman, Herman R. Maier, Frank Marshall, W. Stewart McDonald, Frank Phelps, Harold Rodner, Harold Rosenzweig, Carl Siegel, Ben Wirth and Lou Siegel.

New St. Louis Firm To Open A Studio

ST. LOUIS, Dec. 13.—Three St. Louis businessmen have announced the formation of the "first large-scale motion picture studio" in the city.

The firm, which will start production immediately, will be known as Condor Films, Inc., with studio, sound stage facilities and offices at 1006 Olive Street. The founders are Arthur E. Wright Jr., president; Gus G. Kindervater, executive vice-president and Bradford Whitney, vice-president. The technical staff includes Walter S. Craig, director of photography and chief cameraman and Otto Rauhut, chief sound engineer. Both have had Hollywood production experience.

Wright said that both 16mm. and 35mm and color and black-and-white sound films will be made.

Art Shows Double Gross

CLEVELAND, Dec. 13.—Art programs on Tuesdays and Wednesdays of each week are doubling the average gross for those days at the Hudson Theatre at Hudson, Dave Solether, manager, reports. The policy has the support of students at Western Reserve Academy, a private school for boys.

Reviews

"The Cimarron Kid"

(*Universal-International*)

THE LEGEND of the Dalton gang gets another working in "The Cimarron Kid." The large-scale Western follows the pattern and has all the ingredients of popular appeal plus color by Technicolor.

The title role is played by Audie Murphy as a friend of the Dalton boys. He is given a raw deal by a sadistic detective and as a result is driven into joining the gang. What follow are raids and clashes with the forces of law and order. Beverly Tyler plays the rancher's daughter with whom Murphy falls in love only to realize he can not marry her because of the nature of his "occupation."

Lots of action pulses through the screenplay of Louis Stevens, ranging from bank robberies to internal feuds and jealousies in the gang. Gradually the number of the gang is cut down, and finally it comes Murphy's turn to fall captive of the law. The lesson that there is no wisdom in wrong-doing is driven home forcefully.

The second feminine lead is held by Yvette Dugay, sweetheart of gang member, James Best. Others in the cast include Noah Berry, Jr., as the Dalton leader, David Wolfe, a railroad detective and Lief Erickson, a marshall.

Ted Richmond produced and Budd Boetticher directed.

Running time, 84 minutes. General audience classification. For January release.

MANDEL HERBSTMAN

"Flaming Feather"

(*Nat Holt-Paramount*)

HEROICS AND VILLAINY in the Arizona Territory of the 1870's form the theme of Nat Holt's ambitious outdoor action drama. Produced in color by Technicolor, the picture has generous amounts of action and gunplay and is sprinkled with some attractive outdoor shots. Followers of the Western drama will respond favorably.

In the male lead are Sterling Hayden, as a rancher, and Forrest Tucker, as a U. S. cavalry officer. Each in his own way is dedicated to the capture of a mysterious outlaw called the "Sidewinder." As a leader of a band of renegade Ute Indians, the Sidewinder loots, murders and pillages.

In the course of the drama there are battles with Indians, tavern brawls, skullduggery and other shenanegans that make for action at a fast clip.

Victor Jory plays an important community figure and operator of the trading post. In love with him is Barbara Rush, a pretty young lady whom Hayden has occasion to rescue from kidnappers. Another lady, playing the role of a dark schemer is striking Arleen Whelan. As an entertainer, she also has occasion to provide some vocal interludes.

After some sleuthing it develops that Jory is the Sidewinder. A bang-up climax atop an ancient Indian cliff dwelling brings an end to him. It also ends the rivalry between Tucker and Hayden and paves the way for the latter's marriage to Miss Rush.

Ray Enright directed, from the story and screenplay by Gerald Drayson Adams.

Running time, 77 minutes. General audience classification. Release date, not set.

M. HERBSTMAN

"Finders Keepers"

(*Universal-International*)

A HOMESPUN DRAMA that mixes crooks, chuckles and confusion is offered in "Finders Keepers." The story generates a lot of laughs, but none of the subtle or sophisticated variety; indeed there is much that is corny in the screenplay by Richard Morris.

The tale centers upon a precocious two-year-old baby, "Dusty" Henley, who digs up the loot which bank robbers have buried in a vacant lot. When Dusty goes nonchalantly home, carting the fortune in a little wagon, a series of complications develop. Grandma, a gay, old gal, played for laughs by Evelyn Varden, has her own designs on the money. Tom Ewell, father of the youngster also would like to keep the money, but his wife, pretty Julia Adams, wants no part of it. There is quite a to-do over the disposal of the loot, and before arguments have really simmered down, the youngster arrives at home with another cartful of money.

Presently the robbers enter the scene and snatch the youngster away. Comedy turns to melodrama as the police bear down on the crooks' hideaway, and with the worthy aid of "Dusty" give the culprits a real going-over.

Harold Vermilyea plays the parole officer of convict-gone-straight Ewell. Audiences will be disarmed by the antics of "Dusty." Leonard Goldstein produced and Frederick de Cordova directed.

Running time, 74 minutes. General audience classification. For January released.

M. HERBTSMAN

FPC Regional Meeting

TORONTO, Dec. 13.—Vice-President R. W. Bolstad, Morris Stein, James R. Nairn and other representatives of Famous Players Canadian Corp. were in Ottawa for the two-day regional conference of managers in districts "C" and "D" at the Chateau Laurier. Last week chief discussion concerned the inauguration of the policy "Curtain at 8:30" for the playing of class features at advanced prices at selected theatres every Thursday night.

Mexico Buys TV Sets

MEXICO CITY, Dec. 13.—One thousand TV receiving sets are being purchased by the Ministry of Public Education here, which intends to place them during January in key farming centers so that ruralites may see immediately top events happening here and in the larger provincial cities of Mexico. These telecasts will also include practical instruction for farmers, such as selecting and planting seeds for crop improvement.

Exhibitors Got One Tax Cut, Seek 2nd

Cincinnati, Dec. 13. — Although suburban theatres in the Greater Cincinnati area recently were granted a 10 per cent reduction in their real estate tax, following an appeal to the Board of Tax Appeals, "because television competition and general conditions have caused us to lose money," they now seek a further tax slash. Counsel for the theatres contends that the board failed to give sufficient consideration to existing economic conditions which are responsible for a box-office loss.

Discina Acquires 9 French Features

Discina International has acquired four new French films, including the newest by Marcel Pagnol and Jean Cocteau. Discina has also acquired five French reissues.

First of the four will be "Under the Paris Sky," written and directed by Julien Duvivier, with an English commentary written by Henri Jeanson and spoken by Duncan Elliott. The Pagnol film is "Topaze," starring Fernandel. Pagnol write, directed and produced. The Cocteau picture is "Daughter of the Sands. Cocteau wrote the adaptation from a scenario by Andre Zwoboda, who also directed. Due for a premiere at the Art Theatre here in January is the fourth film, "A Simple Case of Money," produced and directed by Andre Hunebelle.

Discina has also acquired re-distribution rights to "Volpone," "The Queen's Necklace," "Venus of Paris," "Indiscretion" and "The Murderer Lives At 21."

Sees 101 Mexican Films This Year

MEXICO CITY, Dec. 13.—Mexican studios will produce at least 101 films in 1951, Felipe Palomino, secretary-general of the technical and manual workers sections of the National Cinematographic Industry Workers Union states here. This estimate was cited to refute the general complaint of depression in the Mexican industry.

Palomino pointed out that production this year will not be very much below the record year of 1950, when 125 films were made.

Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital—and "Help Care for Our Own."

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS of
HOWARD HILL'S PROD.
"TEMBO"
(Ansco Color)
ATLANTA
RKO Scr. Rm., 195 Luckie St., N.W.
Wednesday, December 19, 2:30 P.M.
CHARLOTTE
Fox Scr. Rm., 308 South Church St.
Wednesday, December 19, 2:00 P.M.
NEW ORLEANS
Fox Scr. Rm., 200 South Liberty St.
Wednesday, December 19, 2:30 P.M.
OKLAHOMA
Fox Screen Room, 10 North Lee St.
Wednesday, December 19, 10:30 A.M.

Columbia Presents

THE ALL-TIME SERIAL SCOOP

THE HOTTEST HERO OF ALL!



He's in the movies now...
BIGGER AND BETTER THAN EVER!

CAPTAIN VIDEO

MASTER OF THE STRATOSPHERE

TINTED SEQUENCES BY CINECOLOR

with

JUDD HOLDREN as *Captain Video* · **LARRY STEWART** as *Ranger*

GEORGE ELDREDGE · GENE ROTH · DON HARVEY

Screen Play by ROYAL K. COLE, SHERMAN L. LOWE and JOSEPH F. POLAND

Produced by SAM KATZMAN · Directed by SPENCER BENNET and WALLACE A. GRISSELL

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 116 NEW YORK, U.S.A., MONDAY, DECEMBER 17, 1951 TEN CENTS

Feb. or March For Meeting On Arbitration

Industry Session Would Be A Top Event of 1952

A fully representative exhibitor-distributor conference to study and pass upon proposals for the establishment of an all-industry arbitration system is envisaged as one of the most significant industry events for 1952. Barring unforeseen developments, it will take place either in the latter part of February or early March, it is reliably indicated.

The springboard of such a conference most likely will be the blueprint for an arbitration system which Abram F. Myers is preparing under instructions from the Allied States Association board. Myers, Allied chairman and general counsel, is certain to submit the completed plans to the Allied board when it meets in February before offering it for distribution's consideration, in the opin-

(*Continued on page 2*)

Rank Pays Odeon Dividend; Progress In Financial Plan

LONDON, Dec. 16.—A further payment by Odeon Theatres, Ltd., of a half-year's dividend on its six per cent preferred stock on Jan. 1, 1952, was announced on Friday by the J. Arthur Rank Organization.

In addition to bringing the cumulative preferred stock dividends in arrears up to Jan. 1, 1951, the new payment furnishes additional evidence of the progress being made on the fiscal rehabilitation of the Rank film organization.

Moreover, Rank has undertaken the

(*Continued on page 3*)

UK Production Loan Funds Are Ebbing

LONDON, Dec. 16.—Grants made by the National Film Finance Corp. under the Cinematograph Film Production Act amounted to £750,000 ($2,100,000) in the period from April 1 to Dec. 1, 1951, according to the Exchequer Returns.

Repayments were £347,430 ($972,804) in the period from April to De-

(*Continued on page 3*)

'Blumberg Drive' to Launch 'U's' 40th Anniversary

HOLLYWOOD, Dec. 16.—A world-wide year-round anniversary observance will be launched by Universal Pictures, beginning Dec. 30, in celebration of its 40th anniversary, it was announced here at the conclusion of the week-long conference of company production, sales and promotion executives.



Nate Blumberg

Kicking-off the observance will be the "Nate J. Blumberg Anniversary Drive," which will continue for 17 weeks to May 3. "The Blumberg Drive," honoring the president of the company, the first in a series of major events planned for the anniversary year, also will mark Blumberg's 40th year in show business.

With disclosure of a report on the year-round anniversary, those attend-

(*Continued on page 3*)

Finkel Again Heads W. Pa. Allied Board

Pittsburgh, Dec. 16.—Morris Finkel was reelected chairman of the board of directors of Allied Motion Picture Theatre Owners of Western Pennsylvania during the first meeting of the newly elected board members. According to the by-laws, the chairman automatically also becomes national Allied director.

Justice Extends Loew's Deadline

WASHINGTON, Dec. 16.—The Justice Department has agreed to extend until Jan. 23 the deadline for Loew's to file a divorcement plan with the New York Statutory Court.

The previous deadline was last Saturday. A Justice Department official said that he "would certainly hope

(*Continued on page 2*)

Eells Leaves Here Minus Selznick Deal

Bruce Eells, one of the prime movers in what so far has been an abortive attempt to conclude a deal with David O. Selznick for films for TV, left here at the weekend for Texas.

He would not comment on whether the projected option with Selznick fell through, but did disclose that he does not expect to return to New York in

(*Continued on page 2*)

NCCJ Forms Mass Media Commission

Representing the fields of motion pictures, radio, television, press, advertising and other media, a Commission on Mass Communications has been organized by the National Conference of Christians and Jews to aid its work in building understanding among Protestants, Catholics and Jews, it was announced here Friday, following a meeting of media executives held in the New Weston Hotel.

Harold E. Fellows, president and general manager of the National Association of Radio and Television Broadcasters, was elected first chairman of the Commission.

Film members of the Commission in-

(*Continued on page 2*)

Denies Bid, Hits RKO for Violating Spirit of Jackson Park Decree

Chicago, Dec. 16.—The Samuel Goldwyn-RKO petition for an extended run on "I Want You" was denied here Friday by Federal Judge Michael L. Igoe, who termed the film "not unique in quality." He also said that it appeared to him that RKO Theatres was violating the spirit of the Jackson Park decree by changing only the second feature weekly at the Grand Theatre (with "A Streetcar Named Desire") instead of making a complete change of program. He also made reference to the conversion of the RKO Palace to legitimate stage showings, which may also cut down the number of first run pictures playing in the Loop.

Prospects of UA '51 Profit Appear Solid

Would Give Management Stock, Extend Control

The prospects of United Artists, under its new management, ending the year in the black are exceptionally good. If the year-end audit by Price, Waterhouse and Co. bears out the current indications, management heads will come into immediate ownership of the 50 per cent of the company's outstanding stock, now in escrow, and will win a seven-year extension of their management control.

The profitable operating achievement, regarded in the trade as having better than a 50-50 chance of being realized by Dec. 31, and of being confirmed by the subsequent audit, is the more remarkable in view of the fact that the new management did not take over until February of this year, at which

(*Continued on page 3*)

MOT Will Resume Film Distribution With 205 Reissues

March of Time will reenter the theatre field nationally early in 1952 and will re-release the 205 two-reel MOT subjects which it produced between the time it started in business in Feb., 1935, until it bowed out of the theatrical field last July. In recent months the company has been active in producing commercial subjects and commercials for television.

Last November the Guild Theatres of New York contracted for the first seventy-five issues of March of Time and now MOT's theatrical sales de-

(*Continued on page 3*)

New Levin Checking Division Starts Here

Delegates of Jack Levin Associates from the East and South attending a regional meeting held here over the weekend at the Hotel Astor heard Levin detail new expansion plans which includes the establishment of headquarters for a new National Central Checking Bureau division of Levin Associates on 72nd Street in

(*Continued on page 2*)

Personal Mention

JERRY PICKMAN, director of advertising-publicity for Paramount Pictures, returned here over the weekend from Hollywood. SID BLUMENSTOCK, his assistant, had returned here earlier.

•

JOSEPH A. WALSH, head of branch operations for Paramount Pictures, left here over the weekend for Los Angeles for a one-month tour of the Western division.

•

JAMES E. PERKINS, Paramount Pictures managing director for the United Kingdom and Northern Ireland, left here over the weekend for the Coast.

•

SAM ZIMBALIST, producer, and FREDERICK OPPER, manager of the London office of the American Broadcasting Co., will leave here today for Europe on the *S. S. Liberte.*

•

LEONARD HIRSCH, home office aide to RUDY BERGER, M-G-M Southern sales manager, will return here today from Jacksonville, Atlanta and Charlotte.

•

HENRY L. NATHANSON, president of M-G-M Films of Canada, and TED GOULD, general sales manager, have returned to Toronto from New York.

•

MORTON SCHWAM of the 20th Century-Fox home office publicity department will report for Army induction Dec. 21.

•

LEO F. SAMUELS, Walt Disney sales executive, returned here over the weekend from a Latin American business tour.

•

RICHARD de ROCHEMONT, March of Time producer, returned here from Europe Friday on the *S. S. Liberte.*

•

HENRY HENIGSON of M-G-M will leave Hollywood Thursday en route to Germany.

•

W. A. SCULLY has returned to Florida from New York.

Para. Holds Tie-up Meet for 'Greatest'

A policy meeting to set tie-ups for Paramount's "The Greatest Show On Earth," a Cecil B. DeMille production, was held here at the weekend between representatives of Paramount and 18 firms cooprating in the tie-up program.

According to Sid Mesibov, Paramount director of exploitation, the joint meeting was held to avoid duplication of effort.

Skinner Is Cited

Charles E. Skinner, head of Charles E. Skinner Productions and a member of the Eastern Screen Directors Guild, has been named the "outstanding producer of the year" by the New York University chapter of Delta Kappa Alpha, a film fraternity.

Defense Administration Pleased With Second Theatre Video Test

Washington, Dec. 16.—Officials of the Federal Civil Defense Administration said they were "quite proud" of their second experiment using theatre television for training purposes.

On Friday, they beamed a 50-minute show on emergency lodgings problems to an audience in the Pilgrim Theatre in Boston. Another audience in the Stanley Theatre in Philadelphia looked on. The officials were trying to determine how much training can be accomplished with large-screen television and to get final cost figures on the use of theatre TV.

While audience reaction will not come in for some days an official here said he thought the administration had put on a "very creditable show" and that it should produce a "very good reaction."

Kalmenson Meeting Is Concluded Here

Ben Kalmenson, Warner Brothers sales vice-president in charge of distribution, wound up a quarterly meeting of district managers at the home office over the weekend. Highlight of the meetings were discussions of current productions and future merchandising plans as discussed by the distribution head in his recent visit with Jack L. Warner, executive producer at the company's Burbank Studios.

The district managers were also given details of plans for operations during 1952. Promotion plans for forthcoming product were outlined by Mort Blumenstock, vice-president in charge of advertising and publicity.

Mayer to Coast After NY Production Talks

Louis B. Mayer, who had been in New York two weeks during which he conferred with industry executives with a view to making production deals, left for Hollywood at the weekend.

While here Mayer did not close any deals, it was reliably reported, although it is regarded as possible that one may spring from his New York meetings.

Loew's Deadline

(*Continued from page* 1)

that with that much time we'll be able to work out a consent decree."

The Justice official would not comment on whether Schine would be granted another extension of its divestiture deadline, which comes up tomorrow. However, another short extension is believed likely.

Alice Enright Dies, 46

CHICAGO, Dec. 16.—Alice Enright, 46, booker for 31 years at the local Paramount exchange, died suddenly here Thursday. Services will be held at 1:30 P.M. today at Schneiders funeral parlor.

B&K Quarterly Dividend

CHICAGO, Dec. 16.—Balaban and Katz Corp, a subsidiary of the United Paramount Theatres, has declared a quarterly dividend of $2.00 payable on Dec 28. to stockholders of record Dec. 15.

Screen Gems Will Make 100 TV Films

As a result of the preliminary run of a 15-film national sampling package of "TV Disc Jockey Toons" on 22 television stations from Coast to Coast, the Columbia Pictures subsidiary Screen Gems, Inc., television department has launched full-scale production of the disc jockey series, with 100 films to be made and distributed in the next eight months.

Delivery of an initial package of 40 "Toons," made in cooperation with major record companies, has been set for Feb. 1. Thereafter, 10 additional "Toons" will be produced monthly and delivered to television stations utilizing this service. "TV Disc Jockey Toons" are motion pictures that visualize records.

Nassers Say UA Must Sell Films to TV

HOLLYWOOD, Dec. 16.—Counsel for James and George Nasser has started legal action to force the exercise of television rights to the four features produced by them for United Artists. The Nassers claim that their distribution contract with UA contained a clause committing the distributor to release films to television when and if television became a profitable market, and that the films now could bring $200,000 from that source. Hearings on the matter are set for Jan. 10.

Eells Leaves Here

(*Continued from page* 1)

the foreseeable future. Following his trip home to Texas for the Christmas holidays, he said he would return to his transcription firm offices in Los Angeles. Eells had been in New York since early October working on the Selznick deal.

NCCJ Commission

(*Continued from page* 1)

clude: Taylor Mills, Motion Picture Association of America; Gael Sullivan, Theatre Owners of America; Abram F. Myers, Allied States Association; Max E. Youngstein, United Artists; J. Robert Rubin, Loew's; Robert J. O'Donnell, Interstate Circuit, and Oscar Morgan, Paramount.

Newsreel Parade

DEAN ACHESON back from Europe and a report from Korea are current newsreel highlights. Other items include Christmas messages, disasters and sports. Complete contents follow:

MOVIETONE NEWS, No. 101 — Korean front. Germans attend UN assembly. Business men see flames of war. *Photoplay* and *Modern Screen* awards. DiMaggio retires. Dick Kazmaier, player of the year. Acrobatics.

NEWS OF THE DAY, No. 231—Tax scandal. Dean Acheson reports. Mass adoption of babies. Happy surprise for doomed child. Yuletide at front. Top grid honors. DiMaggio retires.

PARAMOUNT NEWS, No. 34—Wrestling in Montreal. Dean Acheson home from Europe. Child's world of art. Tax scandal inquiry rocks Washington. Dick Kazmaier gets trophy. DiMaggio ends baseball career.

UNIVERSAL NEWS, No. 517—UN fliers hammer at Red supply lines. Plane wreck in France. Escape tests from submarines. Italian gunboats. Adopt war orphans. DiMaggio retires. Award to Kazmaier. Gen. MacArthur in the news.

WARNER PATHE NEWS, No. 36 — Christmas around-the-world in 1951. Korean war report. Joe DiMaggio retires from active baseball. Dean Acheson back from mission in Europe.

Arbitration Meet

(*Continued from page* 1)

ion of Wilbur Snaper, a member of the Allied arbitration committee, who as New Jersey Allied president makes his headquarters in New York.

Before the blueprint is reviewed by the Allied board, preparatory to a meeting on it with distribution representatives, Myers will go over it with the Allied arbitration committee, which consists of the following, in addition to Myers and Snaper: Trueman T. Rembusch, Allied president; Jack Kirsch, Illinois; H. A. Cole, Texas, and Nathan Yamins, New England.

When Allied submits its arbitration plan to the distributors at a meeting which most likely will be held in New York, it will be up to the distributors to indicate if they wish the Theatre Owners of America, which initiated the arbitration movement two years ago, to join in the meeting. It goes without saying that the distributors will express that wish, for they went on record during a meeting on arbitration over a year ago with TOA that any future exhibitor-distributor conference on arbitration would have to include all exhibitor organizations.

New Levin Division

(*Continued from page* 1)

Manhattan, in charge of Nathan J. Morris. The bureau will handle assignments and collate reports from all over the country.

The district managers attending the meeting also were told that the home office in the Paramount Building here has been expanded and office space doubled. The meeting was concluded last night.

Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital—and "Help Care for Our Own."

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UA Prospects

(*Continued from page* 1)

time it had heavy January losses of a near-moribund company to overcome.

In addition, the company had had no new product to distribute for months prior to the take-over and morale of personnel throughout the country and abroad was at its lowest ebb. Valuable time had to be devoted to lining up product for distribution and this task continued into March. Three months of the current year had passed before receipts from the new product began to trickle back to the company from theatres.

Should the company, as now expected in the trade, end 1951 in the black, it will have been accomplished in nine months or less, during which time losses of the preceding three months or more were overcome.

The deal which gave U. A. its most substantial lift was that which resulted in its acquisition of Eagle Lion Classics' film assets, providing volume releases for the distribution machinery and thus freeing management for the task of long-range planning, calculated to pay off next year.

Even with the ELC assets, the indicated result for 1951 could not have been achieved without the remarkable enthusiasm and determination of the new management—Arthur Krim, president; Robert Benjamin and Matthew Fox, associates; William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president in charge of advertising-publicity, and, more recently, Arnold Picker, vice-president in charge of foreign distribution.

Those six will share ownership of the 8,000 shares of U. A. stock now in escrow, should the coming audit verify the predicted profitable operations for 1951, the first for the company, incidentally, in many years. Working with them around the clock to attain that result have been such key executives as Bernard Kranze, assistant to Heineman; Seymour Peyser, vice-president and general counsel; Seward Benjamin, secretary and assistant treasurer; A. E. Bollengier, treasurer, and, in fact, all department heads and key personnel throughout the company.

The ELC deal added approximately $200,000 of weekly gross to U. A.'s $150,000 gross at the time the deal was made. Subsequent strengthening of the release schedule boosted the gross to approximately $400,000.

Meanwhile, prudent economies reduced overhead about $10,000 weekly to around $85,000. With U. A. operating on an approximate average of 30 per cent for distribution, summer and early fall months showed gross profits estimated at $125,000 to $150,000 monthly. If this pace is fairly consistently maintained through the remaining two weeks of 1951,

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Review

"The Sellout"

(Metro-Goldwyn-Mayer)

WALTER PIDGEON, as a small-city newspaper editor, pits himself against corrupt political bosses only to find himself in an unfortunate position, in "The Sellout." The drama has a conventional sort of interest and pace which makes for satisfactory entertainment, but it never really rises to anything that is dramatically compelling.

Pidgeon, after publishing a series of articles that rock the dishonest officials, suddenly grows very reticent and removed. John Hodiak, of the state attorney general's office, starts on research for an indictment against the mob, but despite the evidence cannot get good witnesses. Efforts to get Pidgeon to resume his crusade for honesty are unavailing.

The screenplay, by Charles Palmer, takes on the aspects of a detective mystery as Hodiak and a police detective, Karl Malden, set out to trace the skullduggery and corruption to its source. The slight female touch to the story is provided by Audrey Totter, a nightclub entertainer in the company of the politicians. Among others who round out the cast are Everett Sloane, political boss, and Thomas Gomez, the sheriff.

In a dramatic courtroom finale, Hodiak succeeds in getting the culprits convicted and at the same time exposing the blackmail methods used on Pidgeon to keep him silent.

Nicholas Nayfack produced and Gerald Mayer directed.

Running time, 83 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

March of Time

(*Continued from page* 1)

partment reports that confirmation of contracts would go out next week to Chicago, Biloxi, Detroit, Portland, Me., Mobile, Tampa, Palm Beach, Miami, Milwaukee, Boston and San Francisco. All of the theatres will start with Volume 1, Number 1, in the "History in the Making Series." Other contracts will follow in January when March of Time expects to have an adequate supply of prints.

trade observers believe it will be adequate to overcome the losses earlier in the year.

The company's product line-up for the coming year already is better by far than the current year's. Ambitious deals in work promise to strengthen it further and take U. A. a long way toward management's goal of re-establishing the company as a distributor of top-quality productions. Krim and Benjamin are near to concluding a multi-picture deal with Music Corporation of America under which stars such as Cary Grant, Gregory Peck, James Stewart, Marlon Brando, Alan Ladd and possibly others would contribute one picture annually to the company on a profit-sharing basis. Negotiations will be resumed on the Coast before the year's end.

In addition, holding great potentialities for the company, is the interest indirectly evidenced by Louis B. Mayer recently in a possible association with U. A. No proposal has been made and, indications are, actual discussions will have to await completion of U. A.'s year-end audit and actual acquisition by management of its stock ownership. However, the value of a tie-up for U. A. with a production company headed by Mayer are evident. The possibilities are enhanced by 4,000 shares of stock in the U. A. treasury which could be made available to Mayer or another producer of his stature, as has been done by U. A. in the past in the instance of David O. Selznick, Samuel Goldwyn, Sir Alexander Korda and others. The company's remaining 8,000 shares, of the 20,000 authorized, is owned by Mary Pickford and Charles Chaplin.

Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital—and "Help Care for Our Own."

Rank-Odeon

(*Continued from page* 1)

first considerable refinancing operation within his organization since its fiscal overhaul began three years ago. It is concerned with British Optical and Precision Engineers, Ltd., manufacturers of film equipment, cameras, theatre seating and furnishings. It is controlled by Gaumont-British. Dividends on its £489,633 five per cent preferred shares, which had been two years in arrears, have now been paid, clearing the way for a re-financing plan.

The plan will deal with the company's £1,250,000 five per cent first secured notes, at present convertible into new four per cent debentures. Revised terms of conversion are expected to be offered within the next few days in view of the changed basis of interest rates and market conditions.

The plan is understood to have been worked out by Ronald G. Leach, Rank's financial adviser, and is regarded as being a forerunner of other considerable financial rearrangements within the Rank companies.

UK Loan Funds

(*Continued from page* 1)

cember, 1950, and £80,609 ($225,705) from April to December, 1951.

Funds of Film Finance Corp. are known to be getting low and it is a question how much longer it can continue to operate without a new grant from Parliament. The former Socialist government had promised to vote NFFC a further £2,000,000 ($5,600,000) but had not done so up to the time of the last elections. There is no indication whether the Churchill Administration proposes implementing the promise of its predecessor. In any event, no action can be taken prior to the resumption of Parliament following its eight-week Christmas recess, which has now begun.

Party for Rodgers

William F. Rodgers, MGM distribution vice-president, was guest at a cocktail party at the home office on Friday, attended by company executives and trade press representatives. Rodgers will leave here for Florida on Thursday, to be gone about three months.

Anniversary

(*Continued from page* 1)

ing the meeting here were told about a program of 36 features planned for 1952.

In line with the global aspects of the 40th anniversary observance, the winning domestic division, district and branch managers in the "Blumberg Drive" will be awarded trips abroad with their wives to any foreign country of their choice, while the winning foreign branch manager will be given a trip to New York and Hollywood. The trips abroad for the domestic distribution representatives will be in addition to $35,000 in cash to be distributed as prizes to all domestic competitors embracing district, division and branch managers, salesmen, office managers and bookers. Cash awards also will go to the foreign sales force in addition to the trip to the United States for the winner in the foreign field.

A joint statement hailing the 40th anniversary year was issued by Leo Spitz, executive head of production; William Goetz, in charge of production; Alfred E. Daff, vice-president and director of world sales, and Charles J. Feldman, domestic sales manager. The statement said, in part: "As it approaches its 40th year, our company looks to the future with confidence and optimism. Our faith in the future and our responsibility to every section of the industry is reflected in our 40th anniversary production program . . . of 36 pictures, over one-half in Technicolor, with Hollywood's top star names."

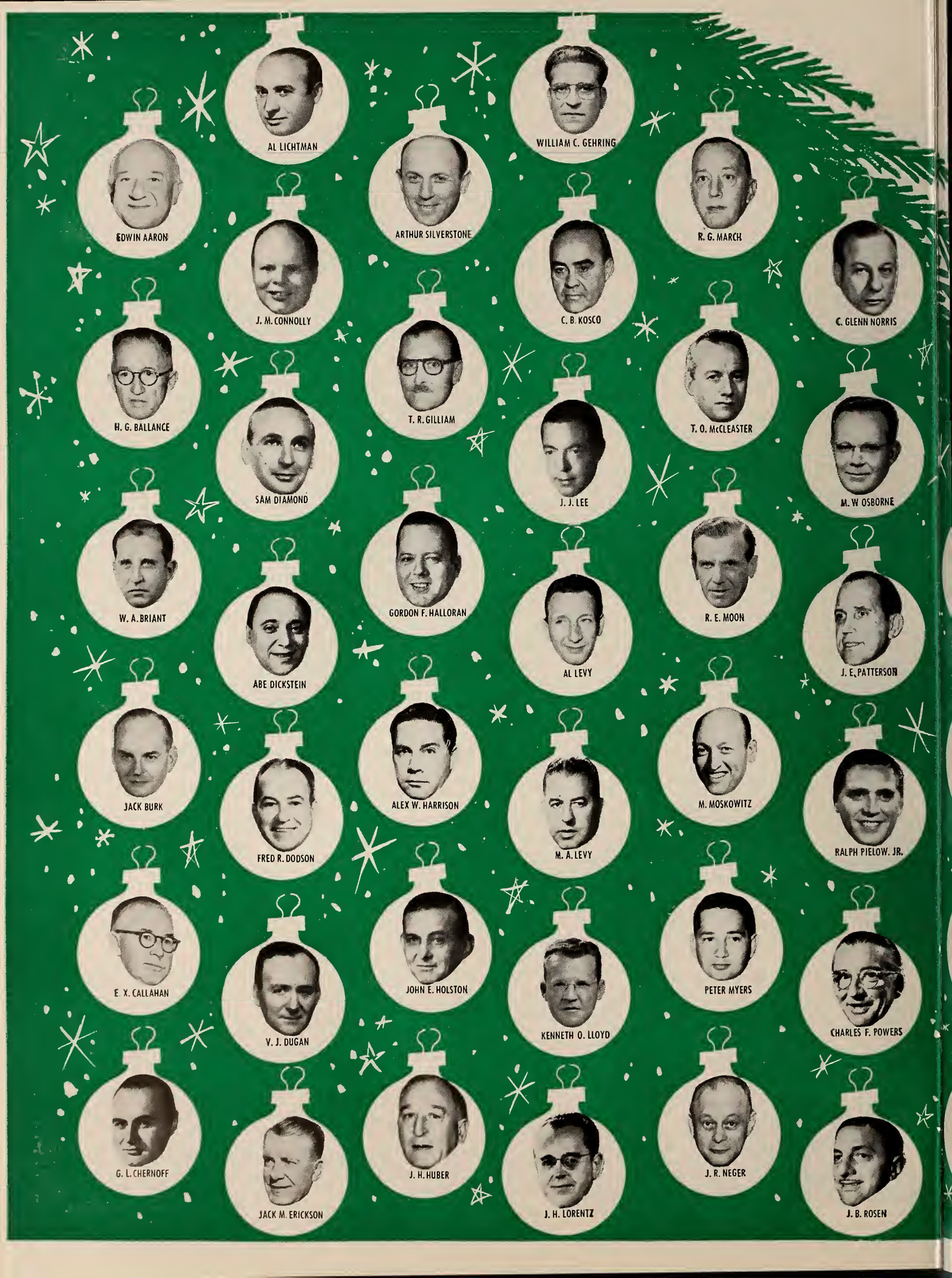
Among the productions to be released during the "Nate J. Blumberg Anniversary Drive," are "Week-End With Father," starring Van Heflin, Patricia Neal and Gigi Perreau; "Bright Victory," Arthur Kennedy and Peggy Dow; "Flame of Araby," with color in Technicolor, Maureen O'Hara and Jeff Chandler; "Steel Town," Technicolor, Ann Sheridan, John Lund, and Howard Duff; "The Cimarron Kid," Technicolor, Audie Murphy and Yvette Dugay; "Meet Danny Wilson," Frank Sinatra and Shelley Winters; "The Battle At Apache Pass," Technicolor, Jeff Chandler and John Lund; "Hear No Evil" Tony Curtis, Jan Sterling and Mona Freeman; "Ma and Pa Kettle At the Fair," Marjorie Main and Percy Kilbride, and "Bend of the River," Technicolor, starring Jimmy Stewart, Arthur Kennedy, Julia Adams and Rock Hudson.

These will be followed during the anniversary year with "The World In His Arms," Technicolor, starring Gregory Peck and Ann Blyth, directed by Raoul Walsh; "The Untamed," Technicolor, Joseph Cotton, Shelley Winters and Sc tt Brady; "Against All Flags," Technicolor, Errol Flynn and Maureen O'Hara; "Has Anybody Seen My Gal," Technicolor, Charles Coburn, Piper Laurie, Gigi Perreau and Rock Hudson; "The Treasure of Lost Canyon," Technicolor, William Powell, Julia Adams, Charles Drake and Henry Hull; "Francis Covers the Big Town," Donald O'Connor, Nancy Guild, Gene Lockhart, and "Francis."

Also, "Sally and St. Ann," Ann Blyth; "Bronco Buster," Technicolor, John Lund, Scott Brady and Joyce Holden; "Son of Ali Baba," Technicolor, Tony Curtis and Piper Laurie; "Red Ball Express," Jeff Chandler and Alex Nicol; "It Grows on Trees" Irene Dunne; "Scarlet Angel," Technicolor, Yvonne DeCarlo and Rock Hudson; "Great Companions," written by Gene Markey, with Dan Dailey; "All American," Technicolor, Tony Curtis; "Lost in Alaska," Abbott and Costello, and "Duel At Silver Creek," Technicolor, Audie Murphy, Faith Domergue and Stephen McNally.

Promote Grover, Bryner

Melvin G. Grover, advertising manager of *Mechanix Illustrated*, has been appointed assistant advertising director of Fawcett Publications, and A. J. Bryner, on the sales staff of *True*, was appointed advertising manager of *Mechanix Illustrated*, by Shepard Spink, vice-president and advertising director of Fawcett Publications.


AL LICHTMAN
WILLIAM C. GEHRING
EDWIN AARON
ARTHUR SILVERSTONE
R. G. MARCH
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C. GLENN NORRIS
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J. B. ROSEN

season's greetings

TO ALL OUR EXHIBITOR FRIENDS FROM
20TH CENTURY-FOX...THE COMPANY
THAT WISHES YOU THE BEST
OF EVERYTHING FOR 1952





TRADE SHOWINGS

ATLANTA Rhodes Theatre	Wed. 12/19	9:30 P.M.
BOSTON Keith Memorial Theatre	Wed. 12/19	8:30 P.M.
BUFFALO Century Theatre	Wed. 12/19	8:30 P.M.
CHARLOTTE Manor Theatre	Wed. 12/19	9:00 P.M.
CHICAGO United Artists Theatre	Fri. 12/28	8:45 P.M.
CINCINNATI Palace Theatre	Tues. 12/18	9:00 P.M.
CLEVELAND Palace Theatre	Wed. 12/19	8:30 P.M.
DALLAS Palace Theatre	Wed. 12/19	6:00 P.M.
DENVER Paramount Thea.	Wed. 12/19	8:00 P.M.
DES MOINES Orpheum Thea.	Tues. 12/18	8:30 P.M.
DETROIT Art Theatre	Wed. 12/19	2:00 P.M.
INDIANAPOLIS Indiana Theatre	Wed. 12/19	8:15 P.M.
KANSAS CITY Missouri Theatre	Tues. 12/18	8:15 P.M.
LOS ANGELES RKO Hillstreet Theatre	Wed. 12/19	8:30 P.M.
MEMPHIS Palace Theatre	Wed. 12/19	8:30 P.M.
MILWAUKEE Century Theatre	Wed. 12/19	8:30 P.M.
MINNEAPOLIS Orpheum Thea.	Wed. 12/19	8:45 P.M.
NEW HAVEN Roger Sherman Theatre	Wed. 12/19	8:00 P.M.
NEW ORLEANS Orpheum Thea.	Wed. 12/19	8:30 P.M.
NEW YORK RKO 86th St. Theatre	Wed. 12/19	9:00 P.M.
OKLAHOMA Center Theatre	Wed. 12/19	8:30 P.M.
OMAHA Brandeis Theatre	Wed. 12/19	8:30 P.M.
PHILADELPHIA Palace Theatre	Wed. 12/19	8:30 P.M.
PITTSBURGH Sheridan Square Theatre	Wed. 12/19	8:30 P.M.
PORTLAND Orpheum Thea.	Tues. 12/18	8:30 P.M.
ST. LOUIS Fox Screen Room	Wed. 12/19	8:30 P.M.
SALT LAKE CITY Centre Theatre	Fri. 12/21	8:30 P.M.
SAN FRANCISCO Golden Gate Theatre	Wed. 12/19	9:00 P.M.
SEATTLE Paramount Thea.	Wed. 12/19	8:30 P.M.
SIOUX FALLS Hollywood Thea.	Thurs. 12/20	9:00 P.M.
WASHINGTON Keith Theatre	Tues. 12/18	8:30 P.M.

RKO RADIO PICTURES

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 117 · NEW YORK, U. S. A., TUESDAY, DECEMBER 18, 1951 · TEN CENTS

Industry in New Plea for TV Channels

MPAA, TOA and NETTC Question Sharing Bands

WASHINGTON, Dec. 17.—Film producers and exhibitors today reaffirmed to the Federal Communications Commission the industry's need for exclusive frequencies for theatre television.

The comments came from the Motion Picture Association of America, the Theatre Owners of America and the National Exhibitors Theatre Television Committee, in a statement filed with the FCC by Vincent B. Welch and James I. Fly for the MPAA and by Marcus Cohn for the TOA and NETTC.

The statement was directed to 20th Century-Fox's petition that the FCC,

(*Continued on page 5*)

See Delay in RKO Meeting

DOVER, Del., Dec. 17.—With a large number of proxies remaining to be counted, indications tonight were that another postponement of the adjourned first annual meeting of RKO Theatres' stockholders, now scheduled for tomorrow afternoon, will have to be made. The counters, who have been at work daily since Dec. 6, took the past weekend off. Further progress toward completing the count was made today but a large part of the task remains to be done and there appeared little

(*Continued on page 5*)

First National Sales Meet for Lippert

HOLLYWOOD, Dec. 17.—Lippert Pictures has scheduled its first national sales convention for the Blackstone Hotel, Chicago, on Dec. 27-29, with company president Robert L. Lippert and general sales manager Arthur Greenblatt presiding. The former will outline the company's product for the coming year and the latter will set sales policies. In addition to home office executives, division and branch managers, salesmen and bookers representing the company's 28 exchanges will attend.

Admission Tax Cut Drive Is Called for by Sullivan

ALBANY, N. Y., Dec. 17.—Exhibition must present its tax problem to the next session of Congress and to the state legislatures that will convene in January with a view to getting "some measure of relief from these intolerable tax burdens, despite the present-day demands upon all governments," Gael Sullivan, executive director of the Theatre Owners of America, today told a luncheon-meeting of the now forming Theatre Owners of Albany, a potential new TOA affiliate.

Sullivan said Federal, state and local taxes on admissions "have ceased to be a levy on diminishing returns—they have become in hundreds of theatres throughout the U. S. what amounts to a tax on losses." He said that when 30 to 35 cents "is taken off the top of every dollar in Federal, state and local taxes for admissions alone, the hope of survival for exhibition dwindles by the day."

The TOA official said "crippling taxes" are almost as much to blame for closed theatres as television. He

(*Continued on page 5*)

Mayer's Rights Are Acquired by Loew's

Loew's, Inc., has acquired from Louis B. Mayer the latter's residual interest in the profits of films produced during his 27 year regime as vice-president in charge of M-G-M studio activities, the company announced yesterday.

Continue Canadian Cooperation Plan Of MPAA in '52

The executive committee of the Motion Picture Association of America board, at a meeting here yesterday, voted to continue the MPAA's Canadian cooperation project for another year. The committee is made up of presidents and other executive officers of the Association's member companies.

The project, which is held to be working to mutual advantage, requires Hollywood producers to make special efforts to shoot footage on location in Canada when scripts call for Canadian backgrounds, and calls upon the American industry to produce from time to time short subjects about the Dominion.

The MPAA committee also reviewed an interim progress report on preparations being made for the

(*Continued on page 5*)

Albany TOA Holds Reactivating Meet

ALBANY, N. Y., Dec. 17.—A call for a "unified, all-inclusive system of arbitration for the motion picture industry" and for participation by every exhibitor "at the grass roots level" in efforts to defeat local, state and national legislation injurious to the industry, as well as to modify the present "discriminatory and inequitable taxation burdening our business," was sounded by S. H. Fabian, chairman of the executive committee of Theatre Owners of America, today. He spoke at a reactivating luncheon-meeting of the Albany TOA in the Teneyck Hotel.

The attendance total of 53 was described by temporary chairman Harry

(*Continued on page 5*)

$27,521,000 Paid in Dividends by Film Firms in 10 months; Oct. Soars

Washington, Dec. 17.—Publicly-reported cash dividend payments of film companies during the first 10 months of this year were about 7½ per cent below the figure for the like 1950 period, the Commerce Department reported. However, the 1951 figures are preliminary, and the current year's figure may be slightly higher when the revised totals are in.

Commerce said the preliminary figure for the first 10 months of this year was $27,521,000, compared with $29,791,000 in the like period last year.

The Oct., 1951 figure was $4,167,000 against $1,877.000 last October. The higher figure was due mainly to the fact that Warner Brothers and United Artists reported dividends this year in October that were paid in other months last year.

Set Feb. 14 For COMPO Board Meeting

Will Convene in N. Y. To Elect, Plan for '52

February 14-15 have been set for the meeting in New York of the Council of Motion Picture Organizations' executive board, it was learned yesterday.

At this meeting COMPO will elect a president, executive vice-president and other officers for the ensuing year, and will make plans for a 1952 "Movietime U. S. A." campaign and other industry public relations efforts.

On Feb. 14, prior to the opening of the COMPO meeting, the COMPO nominating committee will hold a final meeting at which an official slate of officers will be voted on for submission to the executive board. The nominating group, headed by Jack Alicoate, has met from time to time

(*Continued on page 5*)

'Dreams' Sets B'way Pace

The pre-Christmas box-office holiday lull is still being felt along Broadway this week, but a sharp business upswing is expected as soon as Yuletide shopping days are past.

Pacing first-runs here is the Radio City Music Hall which is now featuring its annual Christmas show on stage and "I'll See You in My Dreams" on its screen. The second week of the double attraction is expected to hit an excellent $137,000, topping the first inning by $2,000.

"Quo Vadis" at the Capitol and the two-a-day Astor continues to do good

(*Continued on page 4*)

'Vadis' Gross Tops $1,000,000 Mark

A gross figure in excess of $1,000,000 has been racked up by M-G-M's "Quo Vadis," now playing in eight cities, it was learned here yesterday. Over half of the $1,000,000 figure was realized in New York City, where the film is in its sixth week at the continuous-run Capitol and the two-a-day Astor.

Meanwhile, the experimental playing policy for the eight Loew's theatres where the film will have its bow

(*Continued on page 4*)

'Sun' Named Best of '51

"A Place in the Sun," the film version of Theodore Dreiser's "An American Tragedy" directed by George Stevens, was chosen the best picture of 1951 by the National Board of Review of Motion Pictures, it was reported here yesterday by Henry Hart, chairman of the Board's Committee on Exceptional Films. The National Board of Review started the now widely-imitated practice of picking the "ten best films of the year" in 1920.

"Rashomon," a story of ninth century Japan, was chosen the best foreign film.

The National Board's 1951 list of "10 best": (1.) "A Place in the Sun" (Paramount); (2.) "Red Badge of Courage", (M-G-M); (3.) "An American in Paris", (M-G-M); (4.) "Death of A Salesman", (Columbia); (5.) "Detective Story", (Paramount); (6.) "A Streetcar Named Desire", (Warner); (7.) "Decision Before Dawn", (20th Century-Fox); (8.) "Strangers on A Train", (Warner); (9.) "Quo Vadis", (M-G-M); (10.) "Fourteen Hours", (20th Century-Fox).

The best foreign pictures are: (1.) "Rashomon", (RKO Pictures); (2.) "The River", (United Artists); (3.) "Miracle in Milan", (Burstyn); (4.) "Kon Tiki" (RKO Pictures); (5.) "The Browning Version" (Universal).

Richard Basehart's performance in "Fourteen Hours" was judged the best male acting of 1951, and Jan Sterling's "The Big Carnival" the best female acting. Best director is Akira Kurosawa, for "Rashomon." The best script: T. E. B. Clarke's for "Lavender Hill Mob."

Robinson Is Named UA Sales Manager

BOSTON, Dec. 17.—Kenneth Robinson, salesman for United Artists' Boston exchange, covering Western Massachusetts and Rhode Island, has been promoted to the post of sales manager succeeding Irving Mendelson who recently resigned. Robinson's appointment is effective today, reported Harry Segal, local UA exchange manager.

8 Cleveland Houses Closed This Year

CLEVELAND, Dec. 17. — Theatre casualties in the Greater Cleveland area during the year are eight houses. Four more houses in the area have been closed more than a year. And an additional two houses have been converted into other purposes. This leaves a total of 96 theatres, including first and subsequent runs, currently operating in Greater Cleveland.

Mrs. Bjornstad Promoted

Mrs. Liv Bjornstad, acting manager for Warner Brothers in Oslo, Norway, has been promoted to the post of manager for Norway, it has been disclosed here by Joseph Hummel, WB manager for Continental Europe.

Personal Mention

WILLIAM M. PIZOR, vice-president of Lippert Productions, Inc., has returned here from Europe.

•

SIDNEY SINGERMAN, assistant manager of exchange operations at Columbia Pictures here, and his wife will celebrate their 25th wedding anniversary tomorrow.

•

PAUL DENIS will do a New York gossip column for *Movie Fan* magazine, as well as special editorial work for *Movie Teen* and *Movie Pix*.

•

MAURICE HARRIS, Universal Pictures home office exploitation representative, has left New York for Tulsa and Oklahoma City.

CHARLES SKOURAS, president of Fox West Coast Theatres, accompanied by GEORGE BOWSER, CULLEN ESPY, EDWIN ZABEL, ANDY KRAPPMAN, DICK DICKSON and other executives, will be in San Francisco from Los Angeles tomorrow for the FWC of Northern California annual Christmas meeting.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., and his assistant, BERNARD LEVY, have returned here from Detroit and Cincinnati.

•

HARRY G. BALLANCE, 20th Century-Fox Southern division manager, is back at his desk after an illness of several weeks.

Wolfberg Contests New 20th-Fox House

WASHINGTON, Dec. 17.—Argument is set for Wednesday afternoon before Judge Alfred Coxe in New York District Court on an application by 20th Century-Fox for permission to build a new theatre in Denver.

The application will be contested by Denver exhibitor H. P. Wolfberg, who will be represented by former Justice Department trust-buster Robert I. Wright.

The 20th-Fox consent decree contained a provision that 20th could replace any theatre it loses in Denver on application to the New York Statutory Court and on a court finding that competition would not be injured. Wolfberg has acquired the ground lease to the Paramount Theatre, and Fox's lease on the theatre runs out in March. It is seeking court approval to build a new theatre to replace the Paramount.

Wolfberg is arguing that competition would be injured by such a new theatre. He points out that the National Production Authority has already denied Fox permission to put up a new theatre in Denver, and claims the company wants a court order so that it can argue to the NPA that it is a "hardship" case.

New Extension for Schine Stalled

WASHINGTON, Dec. 17.—The Justice Department has not yet agreed to any further extension of the Schine divestiture deadline, a Department spokesman said late tonight. He refused to elaborate as to the reason for the delay or whether Schine would eventually get an extension. The present deadline was today.

Name Melincoff

BOSTON, Dec. 17.—The appointment of Max Melincoff as theatre supervisor for B. and Q. Theatres has been announced by Dann Finn, general manager. Melincoff was formerly associated with Warner Brothers New England theatres.

Mr. Exhibitor—Are You Doing All You Can on the 1951 'Christmas Salute' to the Variety Clubs-Will Rogers Hospital?

Columbia 13-Week Net at $165,000

Net profit of Columbia Pictures for the 13-week period ended Sept. 29, 1951, was $165,000, compared to $290,000 for the same period in the previous year, it was announced in an estimated consolidated earnings statement.

Earnings per share of common stock was 15 cents, compared to 33 cents in the 1950 period. Operating profit was listed at $215,000, against $530,000 in the previous year. Estimated provision for federal taxes was $50,000, against $240,000 in the 1950 period.

20th-Fox Officials Back from the Coast

Following completion of conferences on the Coast with Darryl F. Zanuck and Joseph M. Schenck, 20th Century-Fox executives Murray Silverstone, president of the International Corporation, and vice-president Charles Einfeld returned yesterday to the home office. They will be followed later this week by president Spyros P. Skouras and director of distribution Al Lichtman.

At the Coast, the company leaders saw a number of upcoming 20th Century-Fox films upon which they will base their distribution and merchandising plans for 1952.

Name Fred Meharg To Hargroves' Post

Fred T. Meharg has been appointed director of field operations of Hargroves National Service System, Inc., effective immediately.

Meharg was formerly personnel and public relations director for Leslie Co. of New Jersey. He will also be in charge of the home office.

Postpone NFL Action

PHILADELPHIA, Dec. 17.—Federal District Court hearings on the National Football League action to have the government anti-trust suit dismissed was postponed to Jan. 8 by agreement of both sides.

"Help Care for Our Own"—Sign the 1951 'Christmas Salute'—Variety Clubs-Will Rogers Memorial Hospital.

Hold Meet on City Permits

Walter T. Shirley, Commissioner of Commerce of the City of New York, convened a conference at the weekend of representatives of the film and television industries, together with the heads of all City departments concerned for the purpose of coordinating the efforts of both industries with respect to clearing city permits and complying with local ordinances.

The meeting was attended by: Gen. Lyman Munson, director of NBC-TV; Benjamin Fielding, Loew's; David Kees, CBS; Harold Hendee, RKO; Harry Foster, Columbia Pictures; Ulric Bell, 20th Century-Fox; Ralph W. Budd, Warner Brothers; Otis Freeman, WPIX; Lloyd Lind, Monogram Pictures; James L. Middlebrooks, American Broadcasting; Anthony Petti, Universal Pictures, and Robert S. Wood.

Among the problems discussed were: 1, Revamping the Administrative Code with respect to the use of theatres for television projects; 2, clearing street and park permits for location shooting by motion picture companies; 3, making available city properties, buildings and government machinery to the film and television industries, and 4, expediting the solution of problems that arise in the television and film industries in connection with their City operations.

Commissioner Shirley announced that Mayor Impellitteri and he were most anxious to cooperate in every possible way with the motion picture and television industries and that the Commerce Department would do everything in its power to encourage the expansion of the operations of these industries to New York City. He urged all present to submit any problems they may have to the Commerce Department and promised full cooperation in working them out.

The Variety Clubs-Will Rogers Memorial Hospital is Open to ALL in the Amusement Industry Without Charge—Sign the 1951 'Christmas Salute'—"Help Care for Our Own."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
DORIS DAY
DANNY THOMAS
"I'LL SEE YOU IN MY DREAMS"
plus THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

HOWARD HUGHES presents
THE RACKET
starring ROBERT MITCHUM LIZABETH SCOTT ROBERT RYAN
in person PEARL BAILEY BOBBY WAYNE BERNIE MANN and the All-American Band LEE MARS Extra HENNY YOUNGMAN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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IN A DARK HOUSE ON A LONELY HILL...



The screen's strangest love story unfolds... to hold you thrill-and-terror bound... as a girl and a stranger live and love on dangerous ground!

IDA LUPINO
ROBERT RYAN

in

ON DANGEROUS GROUND

RKO RADIO PICTURES

with **WARD BOND** · **CHARLES KEMPER**

Produced by **JOHN HOUSEMAN** · Directed by **NICHOLAS RAY**

Screenplay by **A. I. BEZZERIDES**

N.Y. 1st-Runs

(*Continued from page* 1)

business, with $45,000 slated for the sixth week at the Capitol and $20,000 at the Astor. On Dec. 30, the film will leave the Capitol, while the Astor will alter its reserved seat policy to a continuous performance one. The date for the Astor's change of policy for "Quo Vadis" is Jan. 1. Replacing the M-G-M spectacle at the Capitol on Dec. 31 will be "Westward the Women."

"Death of A Salesman" bows in at the Victoria on Thursday. The theatre's present occupant, "Ten Tall Men," is expected to hit a rather nice $10,000 for its eighth and final week. At the Criterion, "I Want You" will have its premiere Saturday, superceding "The Strange Door," which is forecast to bow out with a fair $10,000 for its second week.

'Story' Still Drawing

Still drawing the customers is "Detective Story" at the Mayfair where a good $27,500 is estimated for the sixth inning. A fair $53,000 is estimated for the first week of "The Racket" at the Paramount, which also headlines Pearl Bailey on stage. It will be replaced on Dec. 24 with "Double Dynamite." For the fourth and final week of "Fixed Bayonets" at the Rivoli, a not-too-good $7,000 is estimated. "Decision Before Dawn" bows there on Friday.

A satisfactory $38,000 is forecast for the second and final week of "I'll Never Forget You" at the Roxy, now starring Carol Bruce on stage. The Roxy's Christmas show, headlining Guy Mitchell, bows in Thursday with "Elopment" as the screen attraction. "Flame of Araby" opens at Loew's State tomorrow, replacing "Callaway Went Thataway," which is expected to do a relatively weak $12,000 for its final second week. Only a fair $24,000 is estimated for the first week of "Starlift" at the Warner where "Distant Drums" is slated to replace it on Christmas Day. "Adventures of Captain Fabian" is expected to do a not-too-bad $12,500 in its first inning at the Globe.

Among the Hold-overs

Among the hold-overs, a robust $9,000 is seen for the 15th round of "The River" at the Paris, while a nice $8,000 is estimated for the eighth week of "The Lavender Hill Mob" at the Fine Arts Theatre. A fairly good $5,500 is forecast for the sixth week of "The Clouded Yellow" at the Park Avenue, while a fine $5,100 is estimated for the seventh inning of "The Browning Version" at the Sutton.

"Tales of Hoffmann," which recently completed a record nine-week run at the two-a-day Bijou, will open Dec. 25 at the Sutton where a continuous performance policy will be in effect. A tepid $3,800 is seen for the third week of "The Man with the Cloak" at the Trans-Lux 52nd Street, while a nice $8,000 is forecast for the first week of "The Galloping Major" at the Trans-Lux 60th Street.

The newly-rebuilt Little Carnegie Theatre will open doors Dec. 26 with the American premiere of the Japanese prize winning film, "Rashomon."

The ST. LOUIS trade showing of "A GIRL IN EVERY PORT" will be held at 8:30 P.M., Wed., Dec. 19, at the Fox Theatre, and not at the Fox Screening Room, as erroneously announced.

RKO RADIO PICTURES, Inc.

Reviews

"Shadow in the Sky"

(Metro-Goldwyn-Mayer)

AN ENGROSSING little drama has been woven around the psychic disturbance of a Marine veteran in "Shadow in the Sky." Ralph Meeker who makes his screen debut from the Broadway stage is the veteran. Others in the cast include James Whitmore, a brother-in-law; Whitmore's wife. Nancy Davis; and Jean Hagen, girl friend of Meeker's.

The story is different and is realistic in its treatment, but it lacks the inner-vitality to make it first-rate.

For some strange, psychic reason, Meeker is plunged into violent tantrums every time it rains. When he is finally released from the hospital he goes to live at the home of Whitmore. Now since Whitmore and his wife, Miss Davis have two little children, Dennis Ross and Nadene Ashdown, they are naturally filled with apprehension. Against the background of Meeker's ailment, and the anxiety of the parents, the story also develops the romantic interest of Miss Hagen for her boy friend.

Events in the screenplay by Ben Maddow reach their climax when Meeker is in his boat and a storm blows up. In the meantime the young son of Whitmore falls into the sea. Meeker overcomes his tantrum and rescues the youngster. By the finale the cause of the ailment is psycho-analytically explained away and everything ends promisingly.

Fred M. Wilcox directed and William H. Wright produced. Running time, 78 minutes. General audience classification. For February release.

MANDEL HERBSTMAN.

"Tembo"

(Howard Hill-RKO Radio)

HOWARD HILL, renowned for his deadly marksmanship with the bow and arrow, took that ancient weapon into the heart of Africa to test its efficacy against jungle animals. Needless to say it passed the test triumphantly. Some 30,000 miles were covered by the expedition and although the film is presented in the familiar format it makes for some exciting pictorial sequences.

Objective of the expedition was to find a strange jungle tribe that uses claws as a weapon of combat. In the course of the expedition Hill has many exciting encounters with huge snakes, fierce elephants, crocodiles, and an assortment of other jungle animals. The expedition had its more relaxing moments and among these were the occasions when various animals were adopted as pets.

Frequently the film's sound track is out of tune with happenings on the screen. Descriptive comments are supplied by Westbrook Van Vorhees.

The picture, which is in Ansco color, derives its title from the huge elephant which Hill vanquishes in the finale. Hill produced and directed the film. Arthur E. Phelps was in charge of the camera. Running time, 80 minutes. General audience classification. For January release.

M. HERBSTMAN

Industry in Mexico Commends Swanson

MEXICO CITY, Dec. 17.—An American, Gloria Swanson, and a Canadian, Alex Phillips, pioneer cameraman in Mexico, were prize winners during National Cinematografic Week, Dec. 6 to 13.

Miss Swanson was cited for "Sunset Boulevard." Her prize was a special one of two. The other went to "Cantinflas," actor, for general good work. Phillips won one of the "Golden Flame" awards. The others went to the Mexican picture, "In the Hollow of Thy Hand"; Arturo de Cordoba, actor; the Polish actress Irasema Dilian, whom Rudolph Loewenthal imported last year to star in his Spanish version of "Girls in Uniform"; Roberto Gavaldon, director, and Francisco Marquez Guillet, sets.

'Distant Drums' to Open At Warner on Christmas

Following its world premiere on Dec. 22 at the Matanzas Theatre in St. Augustine, Fla., "Distant Drums," the U. S. Pictures production for Warner Bros., will open in New York at the Warner Theatre on Christmas Day. Gary Cooper stars in the new picture with Mari Aldon, Richard Webb, Ray Teal, Arthur Hunnicutt, Robert Barrat and Clancy Cooper in the cast.

Granada Theatres Reports '51 Profit

LONDON, Dec. 17. — Sidney Bernstein's Granada Theatres Ltd. announced a trading profit of £217,661 ($609,450) for the year ended Sept. 30 last, compared with £201,456 for the previous year.

Due to increased taxes, however, net profit was £62,432 ($174,809), against last year's £67,616. After payment of preference dividends, the dividend on ordinaries is maintained at five per cent.

'Vadis' Gross Tops

(*Continued from page* 1)

on Christmas Day was disclosed. All performances will be continuous at admission prices varying from 90 cents to $1.50. The experimental policy, it was added, will feature an interim admission price between the hours of 5:00 and 6:00 P. M., when $1.10 will be charged. The eight theatres slated to open with "Quo Vadis" on Christmas Day are: State, New Orleans; Buffalo, Buffalo; Loew's, Indianapolis; Midland, Kansas City; Orpheum and State, Boston; Palace, Washington; State, Norfolk.

Bows Out at Capitol Dec. 30

In New York, "Quo Vadis" will bow out of the Capitol on Dec. 30 and on Jan. 1 the two-a-day policy at the Astor will be changed to a continuous run, the practice now in force at the Capitol for the film.

Para. Gulf Wins Tax Fight Vs. Pensacola

Pensacola, Fla., Dec. 17.—The suit of Paramount Gulf Theatres against the city of Pensacola, Florida, to declare the city admission tax un-Constitutional has been sustained by the Supreme Court of Florida in a decision stating that the city has no legal right to levy such a tax. Paramount Gulf theatres was represented by Dixie Beggs of Young, Beggs and Lane of Pensacola, Gibbons Burke of Rosen, Kramer, Wolff, Hopkins and Burke, New Orleans and Lamar Sarra, counsel for Florida State Theatres of Jacksonville.

Homewood Trust Action Resumes

MINNEAPOLIS, Dec. 17.—Returning here from Duluth where he had been holding court, Federal Judge G. H. Nordbye today resumed hearings in the anti-trust suit filed by Homewood Theatre, Minneapolis, against M-G-M, 20th Century-Fox, RKO Pictures, Universal, Warner Brothers, Paramount and Minnesota Amusement Co.

Defense counsel has estimated that they will need about two more days to wind up their case. After that there will be a chance for rebuttal. Mandt Torrison and Ronald S. Hazel of St. Paul are representing Maco and Paramount, and David Shearer is attorney for the other five film companies. Lee Loevenger is representing Martin Lebedoff, owner of the Homewood. Lebedoff charges the companies and Maco with collusion in withholding product from his house. He is seeking triple damages of $500,000.

Lebedoff alleges that the damage was sustained as a consequence of the Homewood's 49-day run, the first-run for north Minneapolis at the time, being taken away from it and given to a competing house, the Paradise, owned by the late Al Steffes. Another basis for the damage, it is claimed, was clearance discrimination in Maco's favor and against Homewood. Lebedoff and his father also are contending that there was a conspiracy among the defendants to hurt the Homewood by aiding the Paradise. They also charge that there was a conditioning of runs on admission prices in violation of the Sherman anti-trust act and the New York consent decree decision.

WB in Deal With Japanese Circuit

The first deals under new independent operation in Japan have been concluded by Warner Brothers with the Shochiku Circuit which operates 78 theatres in that country, according to an announcement by Wolfe Cohen, WB's general foreign manager. This deal gives Warner what that describes as the top representation in the territory.

The Variety Clubs-Will Rogers Memorial Hospital is Open to ALL in the Amusement Industry Without Charge—Sign the 1951 'Christmas Salute'—"Help Care for Our Own."

National Pre-Selling

REPRESENTING the greatest saturation booking in the history of Paramount, Bob Hope's "My Favorite Spy" will play a total of 400 playdates, with openings scheduled throughout the country between Christmas and New Year's. In announcing the unprecedented number of concentrated bookings, the company emphasized the tremendous national coverage on radio, in magazines, syndicates and newspapers, resulting from the widely-heralded "home" premiere of the picture in Bellaire, Ohio. The picture has been selected as the "best comedy of the month" in January *Cosmopolitan*. It will be the Christmas attraction at the Globe Theatre here.

•

Calling it one of the outstanding musical entertainments in the history of the company, 20th Century-Fox announces that 'With a Song in My Heart"—the musical story of Jane Frohman—has been selected over all other pictures as the Easter attraction for 1952. It will be purposely held back from earlier showings to give it the long-range advertising and publicity build-up for the spring holiday period, with a campaign as sweeping and penetrating as that which merchandised "David and Bathsheba." Al Lichtman, director of distribution for the company, says, "What 'Alexander's Ragtime Band' was in its day, 'With a Song in My Heart' is in these times." The film is already assured of a heavy fashion pre-selling by a national tieup with Varden-Petite, Inc., through their 3,000 retail outlets.

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The United States Forest Service, top government conservation agency, has placed its full resources behind 20th Century-Fox's "Red Skies of Montana," which is set for release early next year. The service is making spot announcements on radio stations throughout the country, and these will average three times a week over a period of six months on several hundred stations. The picture, dealing with forest fires, has the support of forest rangers and the National Association of Insurance Agents, with over 30,000 widely distributed members. This national coverage is being handled by the Association in its house organ, which will detail the promotion and offer suggestions for local level drives.

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Something slightly different in national pre-selling is the result of M-G-M's talent search for two boys, one to play an important role in "Young Bess" and the other a part in "Three Love Stories," now going into production. Al Altman, Eastern talent representative for the company, has received 4,832 photographs, interviewed 1,200 professional and non-professional youngsters, and auditioned 820 applicants for the acting jobs. Another kind of success story is the job landed by Elaine Stewart, 21-year old daughter of a Montclair, N. J., police sergeant. She will appear on all 12 of the covers of *True Story* magazine in 1952, and has been picked by Hal Wallis for a featured role in the new Dean Martin and Jerry Lewis picture, "Sailor Beware."

WALTER BROOKS

Industry in New TV Plea

(*Continued from page* 1)

in the coming theatre television hearings, include among the questions for consideration the possibility of theatre TV sharing the frequencies now assigned to all industrial services. Today's statement admitted that this question should be considered at the forthcoming hearing, as a means of giving the Commission more alternatives to consider, but emphasized the feeling of the filing parties that theatre television ultimately could be served only by exclusive frequencies.

"Exclusive frequencies are necessary if a truly competitive, nationwide theatre television service is to be established, because of the inevitable expansion and technical growth of the service," the MPAA-TOA-NETTC statement said.

Citing the technical achievements in recent years in color theatre TV and other aspects of large-screen television, the statement warned that these achievements might not be fully available unless there are exclusive channels of sufficient width.

Sharing frequencies with other industrial users would "be at most a decision of expediency," the associations declared. "Once frequencies are allocated for theatre television, the industry will rapidly expand its service to the many metropolitan areas throughout the U.S. This will occasion an increased demand for channels on the part of individual theatre TV systems. It is not expected that there will be no concomitant growth in other industrial radio services, creating new demands for presently available developmental frequencies. New problems will arise each day and multiply as time goes by." Especially in major urban areas might the saturation point be reached short of a truly nationwide, competitive theatre TV service, the statement concluded.

COMPO Board

(*Continued from page* 1)

in recent weeks to review its list of candidates.

The committee has been seeking to persuade Ned E. Depinet and Arthur L. Mayer to succeed themselves as COMPO president and executive vice-president, respectively. Both have indicated that they would like to relinquish the posts, however. The committee has been considering the following in attempting to pick a successor to Mayer; Arthur Schmidt, resigned ad-publicity director of Columbia; Henderson M. Richey, exhibitor relations director of M-G-M; Maurice Bergman, trade and public relations director of Universal; Robert W. Coyne, COMPO special counsel; Charles E. McCarthy, COMPO information director, and others.

Needs Time for Book

Mayer disclosed recently that one reason he will decline to accept another term as COMPO executive vice-president is that he is in need of time to devote to the writing of a book about his experiences in the industry and in government service.

RKO Theatres

(*Continued from page* 1)

prospect of its being completed by the scheduled time for tomorrow's meeting.

Challenging of ballots by watchers, and their verification, makes the counting process a slow and arduous one. According to those close to the situation it is still too early to discern a clear-cut victory or defeat for either management and its six candidates for the RKO Theatres' board, or the opposition stockholders' committee and its five candidates. It is being speculated, however, that one or more of the latter group may win a place on the board, largely through the cumulative voting practice which applies to the election.

AMPA Christmas Party

Some 250 persons from all branches of the industry will gather at the Hotel Piccadilly here today for the annual Christmas luncheon-party of the Associated Motion Picture Advertisers. Harry McWilliams, AMPA president, will preside at the meeting.

Tax Cut Drive

(*Continued from page* 1)

foresaw new "tax raids" by legislatures in 1952. "Symphonies and operas have no monopoly in multiplying the assets of our cultural democracy," he said, urging that the tax exemptions granted to them be applied "at least in part" to film theatres.

Urges Entrance Into Politics

Sullivan urged theatremen to enter politics and run for public office as a means of guarding exhibition's interests in legislative halls. He quoted from a letter he received from Elmer Lux, exhibitor and newly-elected president of the Buffalo City Council, to support his plea for "greater participation in public life by exhibitors." Lux wrote of the "tremendous advantages" to exhibition in having its representatives in politics.

S. H. Fabian, chairman of the TOA executive committee, also addressed the Albany and neighboring exhibitors, scoring various trade practices and emphasizing the need for arbitration. He also pointed out the increasing value of theatre TV to the exhibitor today.

Harry Lamont, chairman of the Albany unit, presided at the luncheon, which was held in conjunction with a TOA grievance panel session at which the exhibitors indicated problems they faced in dealing with the distribution companies.

Canadian Plan

(*Continued from page* 1)

Federal Communications Commission hearing in February of the industry's appeal for theatre television channels.

The meeting also heard a report on Council of Motion Picture Organizations public relations plans by Arthur L. Mayer, COMPO executive vice-president. Mayer will meet with the MPAA executive committee again on the subject after the first of the new year, it was indicated.

Present at the meeting, at which Eric A. Johnston, MPAA president, presided, were Nicholas M. Schenck, J. Robert Rubin, Barney Balaban, W. C. Michel, Jack Cohn, Ned E. Depinet, Theodore Black, John J. O'Connor, Joyce O'Hara, Fred W. DuVall, Sidney Schreiber, Ralph B. Hetzel, Jr., and John G. McCarthy.

Albany TOA

(*Continued from page* 1)

Lamont as "fine in view of the heavy snow and cold weather." He announced that a similar luncheon meeting, scheduled for tomorrow in Watertown, had been cancelled. Don Gilson, who was to preside there, telephoned Lamont the city was snowed in, with no trains or buses running and the Hotel Woodruff only 40 per cent staffed.

Watertown Meet Next Month

A meeting will be held in Watertown next month, at which time Gael Sullivan, executive director of national TOA and a speaker at the luncheon-grievance panel session here, will appear. Albany TOA, which has offices at 100 State St., will hold a general meeting the middle of January. There will be four meetings annually, in addition to emergency sessions.

Stating that "the Albany TOA unit is now organized and functioning," Lamont said a grievance panel "to hear any and all complaints" had been appointed by the temporary seven-member board of directors. It consists of Sidney Dwore, the Cameo, Schenectady; George Thornton, Saugerties-Tannersville-Windham exhibitor; attorney Louis Sumberg, who is to be executive director of the TOA affiliate; and Lamont, head of Lamont Theatres (as alternate).

'Serious Problems'

"We have serious problems, one of which is advanced admission prices for certain pictures—'A Streetcar Named Desire,' 'David and Bathsheba,' and 'Quo Vadis,' to mention three," Lamont declared. He suggested that if every exhibitor in the Albany exchange district agreed not to show films at an advanced scale, "they would be stopped." Lamont agreed with Fabian, who termed advanced prices "a serious mistake, especially at this time when we are trying to get people back to the movies, trying to recapture those we lost to television."

Fabian insisted that upped prices, in effect, characterize the picture which follows as "poor and inferior." He coupled the mistake on jacking prices with one of "a national sales policy for a picture." The latter practice is contrary to logic, experience and common sense, Fabian argued. Citing the "Ma and Pa Kettle" releases, the TOA executive board chairman said they are strong boxoffice in many situations, including small towns of the Albany area, but mean nothing in New York City. There it is necessary to place them on the lower half of dual bills. "You can't give them away," exclaimed Fabian. He added: "Exhibitors who make money on 'Ma and Pa Kettle' should pay for them."

$400,000 for Little Carnegie Remodeling

Rebuilding of the Little Carnegie Theatre here, a pioneer art cinema, at a cost of $400,000, will be completed in time for a Dec. 26 opening. Jean Goldwurm and George Schwartz own and operate the theatre and building.

Decker in New CBS Post

Saul Decker has been appointed chief television engineer of CBS-Columbia, Inc., manufacturing subsidiary of the Columbia Broadcasting System, D. H. Cogan, the company president, announced here.



Practically *everybody* takes time out to see a show—if the feature is a COMPANION-approved movie! People come in droves—and tell their friends, too. That's why the movie-makers have *invested more money in the COMPANION during the past six years than in any other monthly magazine*.*

**Except of course the fan magazines!*

Currently advertised in the COMPANION:

"Westward the Women"— METRO-GOLDWYN-MAYER

"Too Young To Kiss"— METRO-GOLDWYN-MAYER

"Pandora and the Flying Dutchman"— METRO-GOLDWYN-MAYER

Woman's Home COMPANION

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NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 118 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 19, 1951 TEN CENTS

Urges Rentals Measured to Theatre Costs

'Realistic' Approach Is Sought by Wisc. Allied

MILWAUKEE, Dec. 18.—In a resolution adopted by the membership, Allied Independent Theatre Owners of Wisconsin has called upon distributors to give "realistic recognition" to the current and fixed operating expenses of Wisconsin theatres in determining future film rentals.

Two other resolutions called for decrease in film rental demands on drive-in theatres and approved national Allied's action in behalf of the establishment of an all-industry system of arbitration.

In the resolution relating to theatre operating expenses and rentals, the organization held that "the film companies are cognizant of the sharp decline in the gross receipts of theatres throughout Wisconsin and especially subsequent-runs in Milwaukee." It stated that expenses have increased for

(Continued on page 4)

Hughes' Brief Asks Court Order Denial

WASHINGTON, Dec. 18. — Howard Hughes today asked the Supreme Court to set aside a three-man statutory court order requiring that his stock in the new RKO Theatre Co. be sold by the court's trustee unless he disposes of it by Feb. 20, 1952.

In a short brief, Hughes' attorney declared that there is no provision in the RKO consent decree which would require Hughes to sell his theatre

(Continued on page 4)

CEA Would Reward King for Rank Pact

LONDON, Dec. 18. — Sir Alexander King could have the post of vice-president of the Cinematograph Exhibitors Association for the asking, after the prominent role he played recently in effecting the return of the J. Arthur Rank theatres to CEA membership. However, there is no indication that he will seek the post and no nominations have yet been made.

The basis of King's settlement of the rift between Rank and the CEA

(Continued on page 2)

To Reconvene RKO Theatres Meet Jan. 3

Dover, Del., Dec. 18.—The annual meeting of RKO Theatres stockholders was reconvened here today, only to be recessed again until Jan. 3 when the tabulation of proxies is expected to be completed.

The count, which is now understood to have reached the half-way mark, is proceeding slowly due to the spirited campaign being waged by management and David J. Greene, leader of opposition stockholders.

Elect Montague and O'Donnell Heads Of Rogers Hospital

A. Montague, Columbia distribution vice-president, yesterday was elected president of the Will Rogers Memorial Hospital for 1952 at the annual meeting here of the hospital board. He succeeds Robert J. (Bob) O'Donnell, head of Texas Interstate Theatres, who was elected board chairman, replacing John H. Harris.

Other officers were elected as follows: executive vice-president, Chick Lewis; vice-presidents, Richard F. Walsh, Harry Brandt, Robert Mochrie and Herman Robbins; treasurer, S. H. Fabian; secretary, Max A. Cohen; assistant treasurer, George Eby.

The 1952 board is comprised of: Maurice Bergman, Brandt, Cohen,

(Continued on page 2)

NY Bar Unit Hits Televising and Filming of Probes

The televising of legislative hearings such as the recent Kefauver committee investigation was strongly condemned by the New York State Bar Association's Committee on Civil Rights as jeopardizing individual rights and impairing the efficiency of the hearings.

In a five-page report to be released here today, the Bar group also condemned motion pictures, photographs and broadcasting of executive as well as legislative hearings while any witness is testifying, except at public hearings on pending legislation. The committee called for the complete prohibition of commercially-sponsored broadcasts and telecasts of Congressional or executive hearings.

Members of the State Bar Association will vote on the recommenda-

(Continued on page 4)

Deny Durante Claim On 'That's My Boy'

In a decision rendered by Justice Cohalan of the Supreme Court of the State of New York today, the application of Jimmy Durante for an injunction against Paramount Pictures, Dean Martin, Jerry Lewis, Hal B. Wallis and others to enjoin the distribution of the Martin and Lewis picture, "That's My Boy," has been denied by Justice Cohalan of New York State Supreme Court. Louis Nizer, of Phillips, Nizer, Benjamin and Krim, represented the defendants.

Durante claimed that the words

(Continued on page 2)

NPA Okays 12 Theatres and Turns Down 8

Green Light Is Given Most to Drive-ins

WASHINGTON, Dec. 18.—The almost complete disappearance of major theatre construction projects is graphically portrayed on the National Production Authority's new list of first quarter construction approvals and denials, issued here today.

Out of 2,052 commercial, religious and entertainment projects which sought government authority to build in the first quarter of next year, only 20 involved theatres. Of these 12 got a green light and eight were denied. Three of the 12 approved theatre projects were ruled exempt from NPA's construction restrictions, six were approved because the materials were already on hand and no government aid was required,

(Continued on page 4)

RCA Demonstrates 'Wide-vision' Screen

A special demonstration of a new RCA "wide-vision" screen which features side wings and a top panel which pick up and reflect diffused light from the picture was held here yesterday at the Plaza Theatre.

Projected on the screen for the demonstration were sequences from "The Desert Fox" and "The Great Caruso." While the black-and-white film was impressive with the new white-bordered RCA screen, the Technicolor

(Continued on page 4)

Hollywood Films Aid Fight on German Reds

The High Command in Western Germany has paid top tribute to the films of Hollywood for their widespread aid in combatting Communism in that country.

Thousands of East Berlin residents are crossing the zonal border lines daily to see American films and those of other Western countries, the Motion Picture Association of America disclosed here yesterday.

Special matinee performances at reduced rates are held exclusively for Soviet zone film fans at 19 theatres located along the West sector border within walking distance of the dividing line.

The visitors, said to be fed up with the brand of propaganda-weighted films exhibited in East Berlin theatres,

(Continued on page 4)

Cooper Will Join MPAA on Jan. 2

WASHINGTON, Dec. 18. — Edward Cooper will take over as director of the Motion Picture Association of America's television department on Wednesday, Jan. 2, the Association announced.

Cooper has been serving as staff director of the Senate Majority Policy Committee. Before that he was a

(Continued on page 2)

Spur Planning for Industry Ad School

Planning for the industry school of advertising-publicity which the Associated Motion Picture Advertisers will establish for distribution and theatre employes received added impetus yesterday when Harry McWilliams, AMPA president, officially invited all members of the 35-year-old industry organization to contribute ideas and suggestions for conducting classes and lectures.

McWilliams issued the invitation at the annual AMPA Christmas party

(Continued on page 4)

3 More Tents Elect Heads

Additional Variety Tents in the field which have elected officers and directors for the new year include Chicago, Buffalo and Hartford.

The annual election meeting of Variety Club of Illinois was held here with the following elected as the board of directors for 1952: Edward Brunell, Joe Berenson, Sam Levinsohn, Bruce Trinz, Mike Stern, Ted Reisch, Leo Miller, Arthur Manheimer, Clarence Klein, Irwin Joseph and Richard Graff.

The directors in turn chose officers for the coming year: Joe Berenson, chief barker; Arthur Mannheimer, first assistant chief barker; Sam Levinsohn, second assistant chief barker; Ted Reisch, dough guy, and Bruce Trinz, property master. A general membership meeting for induction of the new officers and election of delegates to the international convention in Las Vegas will be held Saturday, January 5 at 2 p. m. in the Variety Club quarters.

The new directors of Tent No. 7, Variety Club of Buffalo have elected Dave Miller, manager of the U-I exchange, as chief barker for the coming year. They also have named Max Yellen, Century theatre, first assistant chief barker and Robert Hayman of Hayman Theatres, Niagara Falls, as second assistant. The 1952 property master will be W. E. J. Martin of the *Courier-Express* and Arthur Krolick has been named dough guy.

At Hartford, Bob Elliano has been installed as chief barker of Tent No. 31, Variety Club of Connecticut. Other officers: John Pavone, first assistant chief barker; Morris Jacobson, second assistant; Sam Germaine, dough guy; George Weber, property master; board of directors, Ben A. Simon, Gillespie Milwain, Hy Levine, Henry Smith, Joe DiFrancesco, George H. Wilkinson, Jr., and Samuel Wasserman.

Dinner to Illinois Variety

CHICAGO, Dec. 18.—Variety Club of Illinois was tendered an appreciation dinner at the Congress Hotel here last night by the board of Larabida Sanitarium for contributing over $140,000 to Larabida in the past eight years. Singled out for special mention was Mrs. Ann Goodman, who has raised over $21,000 for Larabida in memory of her late husband, Julius Goodman.

Prominent members of both Larabida and Variety Club of Illinois were called on to speak. John Balaban, president of Balaban and Katz Theatres, concluded his speech with a personal pledge of $2,500 to Larabida.

Wanger Moves Office

HOLLYWOOD, Dec. 18. — Producer Walter Wanger, who recently completed "Alladin and His Lamp" for Allied Artists and is now preparing "Queen of the Universe," also to be filmed in color, will move Monday into newly refurnished bungalow offices vacated by Lindsley Parsons when the latter moved headquarters to another location.

Personal Mention

ROY DISNEY, president of Walt Disney Productions, will leave New York today for Hollywood.

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U. B. Ross, Westrex Corp.'s regional manager for Latin America, has returned to his New York office following a visit to the Caribbean area.

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MRS. ARTHUR C. BROMBERG, wife of the president of Monogram Southern Exchanges, Atlanta, has returned home from the hospital.

•

JULIUS GORDON, president of Jefferson Amusement Co., Beaumont, Texas, and his wife are visiting in Beverly Hills for the holidays.

•

ROBERT GOLDSTEIN, Universal-International executive, is in New York from Hollywood.

ELMER F. LUX, general manager of Darnell Theatres and Buffalo City Council president-elect, was master of ceremonies of the annual Ad club Christmas party there last night.

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A. C. LYLES, Pine-Thomas contact man, will be in Dallas from Hollywood on Jan. 2.

•

ARTHUR GREENBLATT, general manager of Lippert Productions, was in Atlanta from New York.

•

ED STEVENS, president of Stevens Pictures, has returned to Atlanta from a tour of branches.

•

JOHN FANKHOUSER has been named publicity director of the Parsons Theatre, Hartford.

•

HARRY HORNER, director, is in New York from the Coast.

Federation in Grim Situation: Frisch

Because of the grim situation facing the 116 non-sectarian health and welfare institutions affiliated with the Federation of Jewish Philanthropies of New York, the amusement industry, along with other groups in the Metropolitan area, must redouble its fund-raising efforts, Emanuel Frisch announced here yesterday, following a special meeting of the film exchange. Frisch is chairman of the industry drive in support of Federation's $20,000,000 campaign.

Chairman Len Gruenberg of the exhibitors group urged members of his committee at yesterday's meeting to make special solicitation efforts directed at exchange executives and independent theatre owners.

Members of the exchange committee are David Burkan, V. Flynn, Louis Kutinsky, Howard Levy, Charles Penser, Samuel Rifkin, Saul Trauner, Louis Allenhand, Nathan Furst, Myron E. Sattler, Philip Hodes, William P. Murphy, Tom Feeney and George J. Waldman.

Rogers Hospital

(*Continued from page* 1)

Tom Connors, George Dembow, Gus S. Eyssell, Fabian, Charles J. Feldman, William J. German, Leonard H. Goldenson, Maurice R. Goldstein, Harris, William J. Heineman, J. Robert Hoff, Harry M. Kalmine, Paul N. Lazarus, Jr., Lewis, Al Lichtman, Mochrie, Montague, O'Donnell, Sam Rinzler, Robbins, William F. Rodgers, Samuel Rosen, Fred J. Schwartz, Arthur Schwartz, Sam J. Switow, Morton G. Thalhimer, Joseph R. Vogel, Walsh, William White, Murray Weiss, Marc J. Wolf and Herbert Yates, Sr.

Approve Research Program

The board yesterday approved the establishment of a research laboratory program to be inaugurated shortly after the first of the year. It will be headed by an outstanding laboratory director who will assemble a staff of technicians to carry out the first phases of the newly expanded laboratory and research project.

Thomas,Mayo,O'Shea At 'Dreams' Opening

Danny Thomas, who stars with Doris Day in Warner's "I'll See You in My Dreams," will be joined by Virginia Mayo and Michael O'Shea on the receiving line to greet top leaders of all walks of Midwestern life at the special Chicago premiere of the picture for the benefit of St. Jude Hospital Fund at the Chicago Theatre on Dec. 27.

Box holders will be headed by Samuel Cardinal Stritch and will include Mr. and Mrs. John Cuneo, Mr. and Mrs. Frank Bering, Mr. and Mrs. Walter Cummings, Mayor Martin H. Kennelly of Chicago, Ross Siragusa, Fred B. Snite, Mr. and Mrs. Joseph Kennedy, Mr. and Mrs. Joseph J. Cavanagh, Mr. and Mrs. Sherman Sexton, and others.

Deny Durante Claim

(*Continued from page* 1)

"That's My Boy" had been made famous by him as an expression in the course of his many performances, and therefore the title of the Martin and Lewis picture interfered with his ownership in the expression. Judge Cohalan said:

"No person owns the English language or any three words in it. He may have limited rights to the use of such words in a given combination and in a given field. Such rights are usually protected by copyright or by originality in usage. There is no copyright here and the defendants claim, and the plaintiffs do not deny, that in numerous instances both before and after 1943 the exact words were used by other persons in presenting various modes of entertainment to the public."

Court Expresses 'Grave Doubt'

The court, therefore, expressed "grave doubt" about the eventual success of Jimmy Durante's claim, and denied the motion.

Cooper Will Join

(*Continued from page* 1)

radio-television expert on the staff of the Senate Interstate and Foreign Commerce Committee.

Newsreel Parade

THE New Jersey plane crash and Vice-President Barkley's return from Korea are among current newsreel highlights. Other items include sports, fashions and animal-world news. Complete contents follow:

MOVIETONE NEWS, No. 102—New Jersey plane crash kills 56. Philippine volcano victims helped. Mexicans honor Saint. Cold wave. X-ray pictures in 60 seconds. Doll fashions. "Fixed Bayonets" premiere. Ski sports.

NEWS OF THE DAY, No. 232—New Jersey air crash. Barkley home from Korea. Nobel Awards to U. S. scientists. Volcano victims helped. Baby gorilla adopted. Adventures for Charlie the Chimp. Ski sports.

PARAMOUNT NEWS, No. 35—New Jersey airliner crash. Barkley reports on Korea visit. Fashions for the younger set. Garden City, Kansas zoo keeper adopts lion cub. Baby gorilla makes animal news.

TELENEWS DIGEST, No. 51-A—New Jersey plane crash. Seafarers hiring hall. Five-alarm fire in New York. Funeral for 20 cadets killed by bus. Ski jumping. King of Sweden makes Nobel Prize Awards.

UNIVERSAL NEWS, No. 518—New Jersey air crash. Barkley makes report on return from Far East. Collier trophy to Igor Sikorsky. Jet planes for NATO. Sports: "Little Olympics." Baby gorilla. Skiing.

WARNER PATHE NEWS, No. 38—Air crash in New Jersey. U. N. truce team tries to break deadlock. Push-button garage. Hollywood house in the sky. Fleece fashions show wool power. Skiing. Football.

See End of Coddling Of TV Producers

HOLLYWOOD, Dec. 18. — Indications that talent guilds feel television film producers have been coddled about long enough came today from two quarters. Screen Directors Guild, which gave television film producers wage concessions two years ago, served notice higher rates will be demanded Jan. 1. Screen Writers Guild executive board last night voted to crack down on television film producers who they said have paid writers television scale for working on films which producers subsequently made available for theatre exhibition. Both moves reflect growing opinion in talent circles that television has come along to the point where it can begin paying its way.

CEA Would Reward

(*Continued from page* 1)

was that the executive authority heretofore exercised by its secretary, Walter Fuller, should be shared by him with CEA's other four officers. This met Rank's main objections but his proposal that CEA surrender its autonomy to the Renters-Exhibitors-Producers committee will not be acted upon by CEA.

If King refuses to be a candidate for the CEA vice-presidency it is felt that a circuit man may well be elected. Regarded as a likely candidate is ABC's Sydney Lewis. The present vice-president, William Speakman, advances to the CEA presidency next March. Fuller probably will see his friend Speakman through his year of office and then retire, at least, to a consultative post. It is understood that his super-annuation allowance already has been agreed upon.

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A TALE OF TWO TELEGRAMS!



DEAR M-G-M:

"It gives us great pleasure to tell you that we are doing turn-away business with your very beautiful picture 'Pandora And The Flying Dutchman' at our New Normandie Theatre. Comments from our patrons are terrific and in view of the steady turn-away business since opening, it is a clear indication that 'Pandora' is in for a substantial run. The combination of your most unusual attraction and our most beautiful theatre makes for great box-office."

NEW NORMANDIE THEATRE

DEAR NORMANDIE:

"You provided the jewel box. 'Pandora' is the Technicolor jewel. It is a privilege for us to have its premiere at the Normandie. New York's fans have embraced gorgeous Ava Gardner's reckless 'Pandora'. Soon movie-goers everywhere will gasp at her flaming loves and the countless thrills filmed on the romantic Mediterranean sea-coast. We are happy that 'Pandora' has launched the New Normandie on a box-office career!"

M-G-M

JAMES MASON • AVA GARDNER in "PANDORA AND THE FLYING DUTCHMAN" • with Nigel Patrick Sheila Sim • Harold Warrender • Mario Cabré • Color by TECHNICOLOR • Written and Directed by Albert Lewin • Produced by Albert Lewin and Joseph Kaufman • (For Dorkay Productions, Inc.) • An M-G-M Picture

NPA Okays 12

(*Continued from page* 1)

and the other three got official government allotments of steel, copper and aluminum.

The ratio of approvals to denials for theatre building was better than for practically any other category on the list. Out of the 2,052 total, 1,610 or about 80 per cent were denied.

NPA officials said the small number of theatre applications and the high percentage of approvals indicated that most would-be builders in the theatre field recognized the tight controls and just were not applying unless they thought they had a good chance to get approval.

About 700 applications for first quarter building are still to be acted on, NPA said.

Radio and television projects did not fare quite so well—nine were okayed and 11 turned down.

Most Approvals in Dallas Region

The most theatre project approvals came in the Dallas region, where six firms got a green light. The most turn-downs came in the Chicago and Denver regions—three each.

The three theater projects which got government material allotments were the Bowl Outdoor Theatre, Inc., West Haven, Conn., $20,000 drive-in; Palace Amusements, Inc., Hilton Village, Va., $33,100 drive-in; and Phipps and Layton Theatres, Childress, Tex., a $174,790 theatre.

The six projects okayed because they had the materials on hand before Oct. 1 were: Vogel Building Co., Ft. Wayne, Ind., $70,000 drive-in; James E. Fortmeyer, Independence, Mo., $53,520 drive-in; Bayou Theatres, Inc., Baton Rouge, La., $30,000 drive-in; Modern Theatres, Inc., Tulsa, Okla., $200,000 drive-in; Shipman Bullard, Durant, Okla., $35,000 drive-in, and R. S. Starling, San Angelo, Tex., $20,000 drive-in.

The three exempt projects were: Midway Drive-in Theatre, Inc., New Haven, Vt., $5,000 drive-in; H. A. Porter, Frederick, S. D., $55,000 drive-in, and Sullivan and Moore Theatres, Inc., Greenville, Tex., $79,096 theatre.

Denied were these eight petitioners: Robert J. Blotcky, Ft. Myers, Fla., $57,750 drive-in; Fountain Square Theatre Co., Inc., Indianapolis, $100,000 theatre; Muscoda Theatre, Richland Center, Wisc., $26,900 drive-in; Matt Knedle, Luxemberg, Wisc., $25,000 theatre; Fox Greater Theatres, Inc., Denver, $342,000 theatre; John H. Roberts, East Ft. Morgan, Colo., $40,000 drive-in; Inter-Mountain Theatre Supply Co., Tooele, Utah, $168,430 theatre, and A. Bautista, Gonzales, Cal., $28,500 theatre.

NPA emphasized that projects turned down in one quarter could try again in succeeding quarters. If more materials are available generally, projects turned down now may be approved later, it declared.

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Fox Screening Room, 1052 Broadway
Thursday, December 20, 8:00 P.M.
RKO RADIO PICTURES, Inc.

Review

"Decision Before Dawn"

(20th Century-Fox)

THIS is a different kind of war film. Its starkness, power and dramatic intensity do not rely upon the roar of warplanes, the thunder of guns or the dashing heroics of men in uniform. Courage is never lacking, but it is of a different brand in "Decision Before Dawn."

Reputedly based on fact and recorded in "Call It Treason," a novel by George Howe, the film draws on the final phases of the campaign against the Germans for its backdrop. The Wehrmacht has been badly mauled. The principal cities of the Third Reich have been bombed into rubble by the air armadas of the Allies. The 15th Panzer Corps is ready to surrender.

Contact must be established behind the German lines. It becomes the responsibility of Gary Merrill, Colonel in charge of a U. S. Army Intelligence unit, to establish this contact. He maintains the effective method is to penetrate enemy lines by using German prisoners of war. This is a delicate and hazardous undertaking. The men must be found; their reasons for turning against their fatherland accurately diagnosed, counter espionage must be avoided.

Into this situation enters Oskar Werner, young and disillusioned German medic who must determine for himself alone the grave consequences of his decision. He must be prepared for the derision of his countrymen, the stigma of the traitor and the possibility of capture and death before the firing squad. Resolving his path of duty is to help end the war and convinced such a path has been opened, he joins the American forces, is prepared and parachuted into Germany, and sets out to locate the 15th Panzer.

The film deals with his adventures among his own people—with the S.S. man who trails him, the war-torn derelict of a woman (Hildegarde Neff) who befriends him, the relentless and dangerous search through bombed cities for scraps of information leading to success of the mission, a final rendezvous in Mannheim and the dash across the Rhine to the American lines. As a diversion which leads him before the firing squad, Werner surrenders so that his remaining American companion, Richard Basehart, may escape. After it is all over, the information about the 15th Panzer proves useless as the battle lines alter in the shifting fortunes of war.

"Decision Before Dawn" is well-written, impressively acted by its principals and a supporting cast of prominent Middle European performers and produced with the authoritative flavor of a documentary. The film was made, largely at any rate, in the places mentioned in the original novel.

The hopelessness of a people suspecting defeat is revealingly traced. The devastation of modern war is unmasked in all of its ferocity. But the principal tragedy is personalized in the distraught Werner who comes to believe his decision is the right one yet continues to be plagued by recurring uncertainties. At least, he knew his life might be forfeit, as in the end it is, and was prepared accordingly.

Peter Viertel's screenplay is of a high order. Anatole Litvak's direction is of a rare and superior kind, flowing to producership in association with Frank McCarthy.

Running time, 119 minutes. General audience classification. For January release.

RED KANN

RCA Demonstrates

(*Continued from page* 1)

sequences of "The Great Caruso" were outstanding.

Martin F. Bennett, RCA manager of theatre equipment sales, said that the new screens would be available to theatres within a couple of weeks. As to price, he said that was in the process of being set in Washington by the Office of Price Stabilization. However, Bennett in response to a question said the price would be "moderate."

Designed by theatre architect Ben Schlanger and his associate, William Hoffberg, the screen is made of heavyweight Firestone "Velon" plastic. Its main objective is to let the quality of the picture be reflected, without the defects of the current black border. It is also claimed that patrons will find the new screen easier on the eye.

Attending the demonstration, in addition to Bennett, Schlanger and Hoffberg, were Leo Brecher, owner of the Plaza Theatre, and Ben Perse, president of the Capitol Motion Picture Supply Corp., RCA's New York City dealer.

QP Party Tonight

Quigley Publishing Co. will hold its annual employes Christmas party this evening at Iceland restaurant on Broadway. Harry Anastasia of the circulation department is chairman of arrangements.

Hughes' Brief Asks

(*Continued from page* 1)

stock or which "authorizes the court to force a sale on him." What the consent decree requires, the brief said, is that Hughes either sell his stock or place it in the hands of a trustee.

There is no evidence, the brief declared, that Hughes' ownership of the stock is contrary to law. It asked that the Supreme Court remand the case to the District Court for dismissal or denial of the government's motion for the sale of the stock, unless the motion "is amended to allege facts sufficient in law to authorize an amendment of the consent decree in the respect petitioned for by the government."

NY Bar Group

(*Continued from page* 1)

tions at its annual four-day meeting which convenes here on Jan. 24.

The committee stated that it could not find any sound Constitutional basis for the assertion that television, newsreels, radio or the camera have rights guaranteed by the First Amendment to record proceedings which are a part of official governmental investigations.

The report was prepared by a 30-man non-partisan committee of lawyers from all sections of the state, headed by Louis Waldman, chairman of the committee of civil rights.

Films Aid

(*Continued from page* 1)

have been crossing the border in such increasing numbers that the matinee shows were recently increased to two a day. Only those holding Soviet zone identification cards are admitted.

A report from the office of the U. S. High Commissioner for Germany discloses that motion pictures from the free nations lured nearly 2,000,000 East Germans across the boundary lines during the first 10 months of this year.

Project Started Year Ago

The special project was started over a year ago with the blessings of HICOG and with the voluntary cooperation of West Zone film distributors and the participating theatres.

"The programs, which consist predominantly of American-made feature pictures, documentaries and newsreels, are recognized by HICOG as playing a vital part in the ideological war being waged at close range in the divided German capital. The impact of these films on the minds of thousands who live under Soviet dictate and who are otherwise denied the opportunity of seeing films from the Western countries has been effective and important, according to American observers," said the MPAA.

HICOG has officially commended the U. S. film industry for its "major contribution" in the fight against Communism in Germany.

Industry Ad School

(*Continued from page* 1)

at the Hotel Piccadilly here. AMPA's membership, which includes industry advertising-publicity and related personnel, was advised at a meeting on Dec. 6 that such a school was contemplated. Purpose of the school will be to provide the industry with a reservoir of employes who would be prepared to "move up" in the field of industry advertising and promotional work.

Despite inclement weather, some 200 AMPA members and guests turned out for the Christmas party, which featured the presentation of numerous door prizes including a week's vacation in Florida for two that was won by Robert Ferguson of Columbia Pictures. Ethel Gershon of Columbia, secretary to McWilliams who is that company's exploitation director, received a special gift for her services to the AMPA during the past year.

Seated at the luncheon dais, in addition to McWilliams, were the following AMPA leaders: Martin Starr, Lige Brien, Vincent Trotta, Rutgers Neilson, Gordon White, Phil Williams, Leon Bamberger, Gertrude Merriam and Edgar Goff, who was chairman of party arrangements.

Urges Rentals

(*Continued from page* 1)

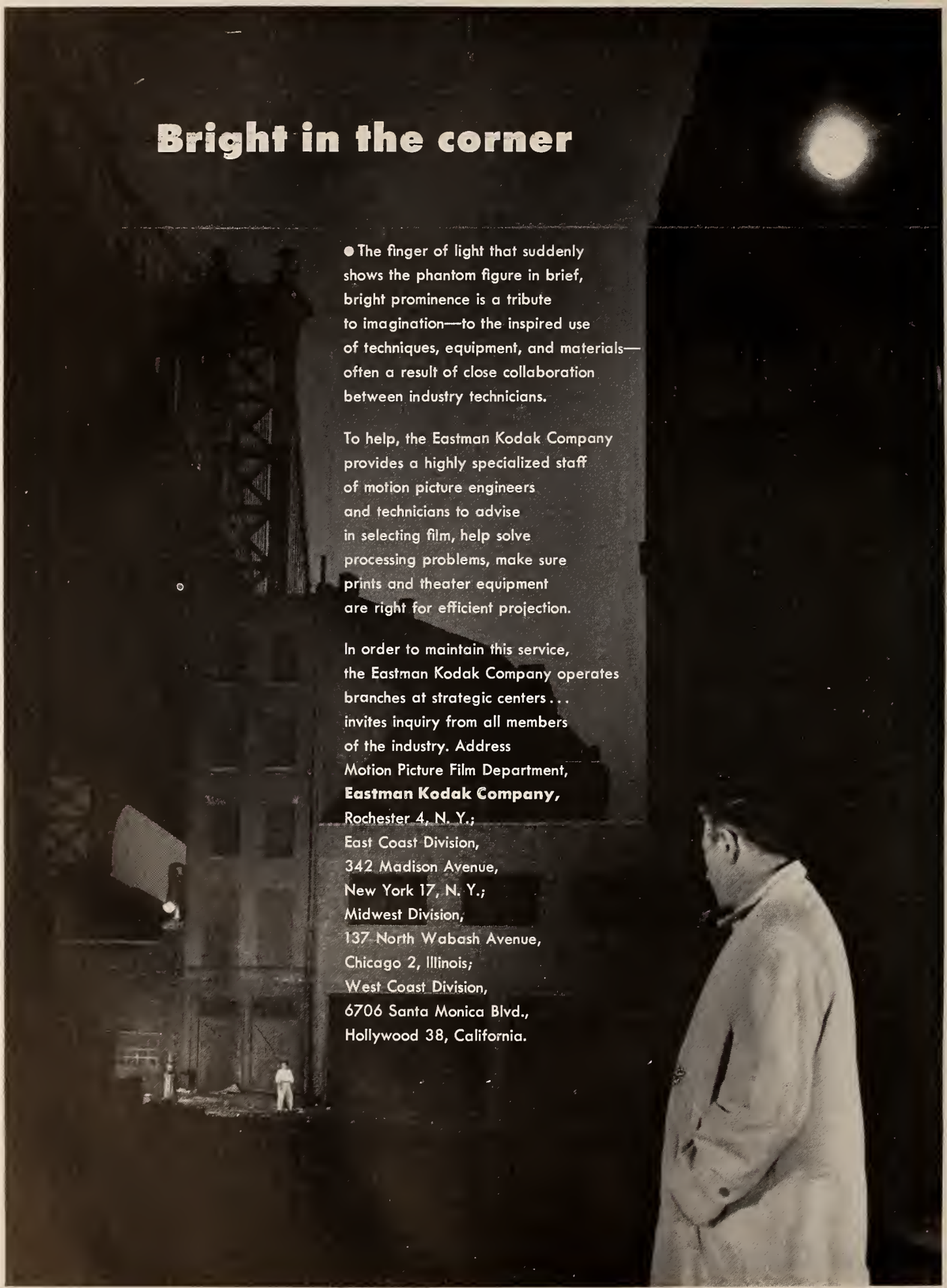
the theatres and that "realistic recognition" should be given these, especially concerning Wisconsin subsequent runs, "as a vital factor in determining future film rentals."

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Nov. 11	(Nov. Releases) THE BAREFDOT MAILMAN (Color) Robert Cummings Terry Moore CD—83 min. (Rev. 11/9/51)		THE UNKNDWN MAN Walter Pidgeon Ann Harding D—86 min. (Rev. 10/17/51)	FLIGHT TO MARS (Color) Marguerite Chapman Cameron Mitchell D—72 min. (5103) (Rev. 11/9/51)	(Nov. Releases) WHEN WDRLDS COLLIDE (Color) Richard Derr D—81 min. (5106) (Rev. 8/28/51)	STREET BANDITS Penny Edwards Robert Clarke D—54 min. (5130) (Rev. 11/19/51)	(Nov. Releases) THE RACKET Robert Mitchum Robert Ryan D—88 min. (210) (Rev. 10/19/51) TWO TICKETS TO BROADWAY (Color) Tony Martin Janet Leigh M—106 min. (264) (Rev. 10/11/51) THE WHIP HAND Elliott Reid D—82 min. (212) (Rev. 10/23/51) JUNGLE DF CHANG Semi-Documentary 67 min. (208) (Rev. 11/9/51)	(Nov. Releases) LET'S MAKE IT LEGAL Claudette Colbert MacDonald Carey C—77 min. (Rev. 10/22/51) ANNE DF THE INDIES (Color) Jean Peters Louis Jourdan D—81 min. (Rev. 10/19/51) GOLDEN GIRL (Color) Mitzi Gaynor Dale Robertson OM—108 min. (Rev. 11/7/51)		(Nov. Releases) THE LADY PAYS OFF Linda Darnell Stephen McNally CD—80 min. (202) (Rev. 10/24/51) CAVE DF OUTLAWS (Color) MacDonald Carey Alexis Smith O—75 min. (201) (Rev. 10/23/51) THE RAGING TIDE Shelley Winters Richard Conte Stephen McNally D—93 min. (203) (Rev. 10/18/51) THE LAVENDER HILL MOB Alec Guinness Stanley Holloway CD—82 min. (280) (Rev. 10/17/51) THE BRDWNING VERSION Michael Redgrave Jean Kent D—90 min. (281) (Rev. 10/30/51)	
Nov. 18	SON DF DR. JEKYLL Louis Hayward Jody Lawrance D—77 min. (Rev. 11/1/51)	SUPERMAN AND THE MDLE MEN George Reeves Phyllis Coates D—58 min. (5030)	TOO YOUNG TO KISS Van Johnson June Allyson C—91 min. (Rev. 10/29/51)	CRAZY DVER HORSES Leo Gorcey CD—65 min. (5114)	SUBMARINE CDMMAND William Holden Nancy Dlson D—87 min. (5107) (Rev. 8/29/51)	DESERT DF LDST MEN Alan "Rocky" Lane O—54 min. (5063) (Rev. 12/13/51)					THE TANKS ARE CDMING Steve Cochran Philip Carey D—90 min. (108) (Rev. 11/1/51)
Nov. 25	HARLEM GLOBETRDTTERS Thomas Gomez Dorothy Dandridge D—80 min. (Rev. 10/29/51) VALLEY DF FIRE Gene Autry O—63 min. (Rev. 11/19/51)			THE LONGHORN Wild Bill Elliott O—70 min. (5223) (Rev. 10/9/51)	DETECTIVE STDRY Kirk Douglas Eleanor Parker D—103 min. (5111) (Rev. 9/24/51)			(Renown) A CHRISTMAS CAROL Alastair Sim D—86 min. (Rev. 11/1/51)			
Dec. 2	(Dec. Releases) TEN TALL MEN (Color) Burt Lancaster D—97 min. (Rev. 10/25/51)	THE GREAT ADVENTURE Dennis Price Jack Hawkins D—75 min. (5021)	THE LIGHT TOUCH Stewart Granger Pier Angeli D—110 min. (Rev. 11/7/51)	TEXAS LAWMEN Johnny Mack Brown O-54 min. (5146)		THE WILD BLUE YONDER Wendell Corey Vera Ralston D—98 min. (Rev. 11/30/51)			(Philip A. Waxman) THE BIG NIGHT John Barrymore, Jr. D—75 min. (Rev. 11/9/51)		STARLIFT Doris Day Gordon MacRae MC—103 min. (109) (Rev. 11/1/51)
Dec. 9	THE FAMILY SECRET John Derek Lee J. Cobb D—85 min. (Rev. 10/19/51) MAN IN THE SADDLE (Color) Randolph Scott Joan Leslie O—87 min. (Rev. 11/15/51)		CALLING BULLDDG DRUMMOND Walter Pidgeon D—80 min. (Rev. 10/19/51)	NORTHWEST TERRITORY Kirby Grant Chinook D—61 min. (5124)	(Dec. Releases) SILVER CITY (Color) Yvonne De Carlo Edmond D'Brien O—90 min. (Rev. 10/2/51) MY FAVORITE SPY Bob Hope Hedy Lamarr C—93 min. (5110) (Rev. 10/5/51)	PALS OF THE GOLDEN WEST Roy Rogers Dale Evans O	(Dec. Releases) DOUBLE DYNAMITE Groucho Marx Jane Russell C—80 min. (214) (Rev. 11/9/51) DVERLAND TELEGRAPH Tim Holt O—60 min. (216) (Rev. 12/10/51)	(Dec. Releases) THE GIRL ON THE BRIDGE Hugo Haas Beverly Michaels D—77 min. (Rev. 12/10/51) FIXED BAYONETS Richard Basehart Michael O'Shea D—92 min. (Rev. 11/21/51) ELOPEMENT Clifton Webb Anne Francis C—82 min. (Rev. 11/9/51) I'LL NEVER FORGET YOU (Color) Tyrone Power Ann Blyth D—90 min. (Rev. 12/7/51)		(Dec. Releases) THE STRANGE DOOR Charles Laughton Boris Karloff D—81 min. (204) (Rev. 11/19/51) WEEK-END WITH FATHER Van Heflin Patricia Neal C—83 min. (206) (Rev. 11/23/51)	(Re-release) CAPTAIN BLOOD Errol Flynn Olivia de Havilland D—98 min. (110) (Rev. 12/19/35)
Dec. 16	PURPLE HEART DIARY Frances Langford Judd Holdren MD—73 min. (Rev. 11/19/51)	TALES OF ROBIN HOOD Robert Clarke Mary Hatcher D—59 min. (5008)				STORMBOUND Constance Dowling Andrea Checchi D—60 min. (5402)					
Dec. 23	PECOS RIVER Charles Starrett Smiley Burnette O—55 min. (Rev. 11/30/51)		CALLAWAY WENT THATAWAY Howard Keel Dorothy McGuire CD—81 min. (Rev. 11/15/51)							(Jan. Releases) FLAME OF ARABY (Color) Maureen O'Hara Jeff Chandler D—77½ min. (207) (Rev. 11/26/51)	
Dec. 30	(Jan. Releases) BOOTS MALONE William Holden Johnny Stewart D—103 min.		IT'S A BIG COUNTRY Ethel Barrymore Van Johnson D—89 min. (Rev. 11/20/51)	STAGE TO BLUE RIVER Whip Wilson O—56 min. (5156)					(Ross-Stillman) THE LADY SAYS ND David Niven Joan Caulfield C—80 min. (Rev. 11/23/51)		DISTANT DRUMS (Color) Gary Cooper OD—101 min. (111) (Rev. 11/29/51)
Jan. 6	INDIAN UPRISING (Color) George Montgomery O STORM DVER TIBET Diana Douglas Rex Reason D—87 min.	FOR MEN ONLY Paul Henreid Margaret Field D—96 min. (5102)	WESTWARD THE WOMEN Robert Taylor Denise Darcel O—118 min. (Rev. 11/19/51)	THE STEEL FIST Roddy McDowall Kristine Miller D—73 min. (5217)	(Jan. Release) HONG KONG (Color) Ronald Reagan Rhonda Fleming D—91 min. (Rev. 11/15/51)		(Jan. Releases) ON DANGEROUS GROUND Ida Lupino D—62 min. (215) (Rev. 11/30/51) (Goldwyn) I WANT YOU Dana Andrews Dorothy McGuire D—102 min. (251) (Rev. 11/1/51) TEMBO (Color) Howard Hill (Semi-Documentary) 80 min. (Rev. 12/18/51)	(Jan. Releases) THE MODEL AND THE MARRIAGE BROKER Jeanne Crain Scott Brady CD—103 min. (Rev. 11/27/51) DECISION BEFORE DAWN Richard Basehart Gary Merrill D—119 min. (Bernhard Prods.) JAPANESE WAR BRIDE Shirley Yamaguchi D	(Justman) CHICAGO CALLING Dan Duryea Mary Anderson D—74 min. (Rev. 12/10/51)	BRIGHT VICTORY Arthur Kennedy Peggy Dow D—97 min. (208) (Rev. 7/20/51) FINDERS KEEPERS Tom Ewell Julia Adams C—74 min. (211) (Rev. 12/14/51) THE CIMARRON KID (Color) Audie Murphy Beverly Tyler O—84 min. (213) (Rev. 12/14/51)	
Jan. 13	THE OLD WEST Gene Autry O SMOKY CANYON Charles Starrett Smiley Burnette O	MAN BAIT George Brent Marguerite Chapman D (5103)	PANOORA AND THE FLYING DUTCHMAN (Color) James Mason Ava Gardner D—123 min. (Rev. 10/11/51)	TEXAS CITY Johnny Mack Brown O (5241)		WOMAN IN THE DARK Penny Edwards Ross Elliott D			(Dougfair Prods.) ANOTHER MAN'S POISON Bette Davis Gary Merrill D—89 min.		I'LL SEE YOU IN MY DREAMS Doris Day Danny Thomas MD—110 min. (112) (Rev. 12/6/51)
Jan. 20				ALADDIN AND HIS LAMP (Color) Patricia Medina John Sands D—66½ min. (5299)		CAPTIVE OF BILLY THE KID Alan "Rocky" Lane O					

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical (C) Comedy (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)



Bright in the corner

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NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 119 NEW YORK, U. S. A., THURSDAY, DECEMBER 20, 1951 TEN CENTS

Jack Warner Lists Pool of 47 Properties

Also Cites 14 Features Awaiting 1952 Release

HOLLYWOOD, Dec. 19.—An active pool of 47 screenplays for immediate and future production was disclosed in detail here today by Jack L. Warner, executive producer of Warner Brothers Pictures. The studio will continue its flexible policy and add others to the pool as world conditions dictate. Also, the property list now active will be amplified as stage plays, important books and originals become available and are deemed suitable.



Jack Warner

In the current year, the company

(Continued on page 10)

Hails UA Foreign Operations Advance

United Artists, under the new management headed by Arthur Krim, president, not only has made "enormous strides" in its domestic operations, but has improved its European exchange operations "by leaps and bounds" in the last few months, Sam Spiegel, independent producer releasing through that company, declared in New York yesterday.

Emphasizing the importance to the American industry of the foreign mar-

(Continued on page 3)

US-Type P.C.A. Is Proposed for India

WASHINGTON, Dec. 19.—Establishment of a Production Code Administration along lines of the Hollywood PCA has been recommended for the Indian film industry by the Government of India's Film Inquiry Committee, U. S. Commerce Department film chief Nathan D. Golden reports.

The idea behind the code would be to enforce standards in production and

(Continued on page 3)

Loew's Decree Talks Progressing: Marcus

Negotiations between the Justice Department and Loew's attorneys on Loew's divorcement plan are progressing, Philip Marcus, government anti-trust attorney, disclosed here yesterday. He said the two parties, which have agreed to a new deadline of Jan. 23, are "closer together" than they previously had been. Marcus added that he expected to have more to say on the matter next week in Washington.

20th-Fox Wins O.K. For Denver Theatre

Permission to build a first-run theatre in Denver was granted here yesterday to 20th Century-Fox by Federal Judge Alfred Coxe, who found approval of the application would not alter the Denver exhibition situation as provided in the government consent decree.

Approval came after Philip Marcus, attorney representing the Department of Justice's anti-trust division, informed the court that the government had no objection to 20th-Fox's application. Overruled were the arguments of counsel representing Wolfberg Theatres, who claimed that 20th-Fox's subsidiary, National Theatres, would gain an undue competitive advantage if it was allowed a new theatre in Denver.

20th-Fox and NT counsel Fred Pride told the New York District

(Continued on page 2)

State Policy On TV Films, Majors Urged

CHICAGO, Dec. 19.—The presidents of all major producing and distributing companies today were called upon by Jack Kirsch, president of Allied Theatres of Illinois, to "call a spade a spade" in the issue of selling motion pictures to television.



Jack Kirsch

In a strongly worded statement made before the Illinois Allied board, and unanimously concurred in by that group, Kirsch scored the "deep silence" among the com-

(Continued on page 7)

$64,783,789 Is U-I's 1951 Gross

WASHINGTON, Dec. 19. — An estimated $64,783,789 world gross for 1951 was reported by Universal-International today to the Securities and Exchange Commission.

This compares with $55,121,861 for 1950.

The company reported also that its

(Continued on page 2)

Say License Ban Is Decree Of Divestiture

Majors Answer Towne's Supreme Court Appeal

WASHINGTON, Dec. 19.—The ban on cross-licensing sought by Milwaukee Towne Corp. is "in effect and intent a decree of divestiture," major distributors told the U. S. Supreme Court today.

The distributors made the statement in a brief asking the high court to turn down the Milwaukee exhibitor's appeal from a decision of the Seventh Circuit Court of Appeals. Milwaukee Towne argues that the Circuit Court trimmed too much the damages from six distributors awarded it by the District Court, and wrongly eliminated the decree's ban on cross-licensing.

The distributors have filed a cross-appeal to the Supreme Court, arguing that even the Circuit Court went too far in awarding damages and lawyers' fees. In opposing the Milwaukee Towne

(Continued on page 2)

Schine Divestiture Date Hits US Snag

Indications that the Department of Justice may move to force action by the Schine Circuit on the divestiture of seven theatres, originally scheduled to be disposed of by last June 30 under the terms of the Schine consent decree, appeared yesterday.

Several postponements of the original deadline, the last of which expired last Monday, have been agreed upon by the Department and Schine. Yesterday, Philip Marcus, assistant to the

(Continued on page 2)

Denver Theatre in Deal To TV Rose Bowl Game

A deal to telecast the forthcoming Rose Bowl football game into the Broadway Theatre in Denver, was disclosed here yesterday by Harris P. Wolfberg, owner of the circuit operating the Broadway.

Here to contest 20th Century-Fox's bid to build a theatre in Denver, Wolfberg said that negotiations for the telecast were about complete.

At this stage he refused to divulge details but did say he planned to remain in New York a week and would see Nathan Halpern, president of Theatre Network Television, in an attempt to learn whether other theatres could not be brought in on the deal. He said he received word here yesterday from his son, John Wolfberg, in Denver, that the Rose Bowl negotiations are about consummated for the Broadway.

One of the primary purposes of his

(Continued on page 7)

TOA Groups Consult On Bingo for NYC

ALBANY, N. Y., Dec. 19.—The Albany Theatre Owners of America will consult with other units in the state and with the national TOA on the proposed bill for New York City lotteries to benefit its hospitals and welfare institutions, temporary chairman Harry Lamont said. He believes the decision will rest on the use to which the revenue is put. He indicated

(Continued on page 2)

Elect Randel Head Of N.Y. Film Board

Henry Randel, Paramount Pictures New York district manager, was elected president of the New York Film Board of Trade to succeed Saul Trauner at the organization's year-end meeting yesterday. Randel has twice before been president of the Board. Other officers elected include: William Murphy, branch manager of Republic Pictures, first vice-presi-

(Continued on page 2)

Personal Mention

WILLIAM F. RODGERS, M-G-M vice-president and sales executive, will leave here today for Miami.

•

ROBERT WISE, director, was in New York yesterday en route to Washington from the Coast, to confer with WILLIAM J. HEINEMAN and MAX E. YOUNGSTEIN, United Artists vice-presidents.

•

J. CHEEVER COWDIN will return to New York today from an extended Coast trip. CHARLES D. PRUTZMAN, who accompanied him to the Coast, returned here earlier this week.

•

G. RALPH BRANTON, Monogram-Allied Artists vice-president, has returned to Hollywood from Des Moines.

•

ARNOLD PICKER, United Artists foreign sales executive, will leave here Jan. 15 for a Brazilian sales convention.

•

HERBERT J. YATES, Republic president, will arrive here today from the Coast to spend the holidays.

•

BARNEY BALABAN, Paramount Pictures president, will be in Washington today from New York.

E. Pa. Complaints Up to Sales Heads

Trade practice complaints aired at the recent mass-meeting of Philadelphia area exhibitors were discussed with home office sales executives here yesterday by Sidney E. Samuelson, president of Eastern Pennsylvania Allied. The discussions will continue today.

Samuelson said last night he could not comment on the current meetings until after he reports to his organization's executive committee at a meeting which may be called next week. The Philadelphia area mass-meeting also instructed Samuelson to bring the complaints to the attention of the Department of Justice. Whether or not this will be done, Samuelson said, depends on the outcome of his talks with company sales executives.

N. J. 'Beefsteak' Tonight

Scores from exhibition and distribution in the New York Metropolitan area will gather at the Ritz Restaurant, Passaic, N. J., this evening for Allied of New Jersey's annual beefsteak dinner. Wilbur Snaper, organization president, will be host. Lou Gold is chairman of arrangements.

150 Honor Needles

HARTFORD, Dec. 19.—Some 150 persons representing the film industry in the Northeast, attended tonight's testimonial dinner honoring Henry L. Needles, recently-resigned Hartford division manager of Warner Theatres, at the Hotel Bond. Needles is now managing director of the Art Theatre here.

SUBSEQUENTS FALL SHORT ON EXPLOITATION: WALD, KRASNA

HOLLYWOOD, Dec. 19.—Subsequent-run exhibitors were taken to task here today by RKO Radio producers Jerry Wald and Norman Krasna for falling short on exploitation and promotional efforts.

Following compilation of reports from the Fox Beverly Theatre, where a $240 promotional campaign on their "The Blue Veil" increased the box-office gross $2,500 over normal business, Wald and Krasna said. "There's gold in those second runs, providing exhibitors make an effort to bring out business through local promotional activities. Neighborhood theatres alone are failing to do business with the type of product currently being produced in Hollywood. The blame for this lies directly in the lap of the exhibitor who fails to compete for attention with the television screen by his lack of effort along promotional lines."

"The Blue Veil," initial Wald-Krasna production for RKO Radio, racked up a high $5,500 in its first week at the Fox Beverly, after holding for three weeks at Pantages and RKO Hillstreet Theatres. Normal for the house is $3,000 and is generally under that figure during the current, pre-Christmas slump, it was said.

The engagement was backed by a heavy promotional campaign in Beverly Hills, Westwood, Bel Air and Brentwood, staged and directed by the studio.

"The results of this campaign have conclusively proved to us," stated Wald, "that the studios, the distributors, the big theatre chains and the independent exhibitor must awaken to the potentials of neighborhood houses, when their offerings are backed with proper exploitation. First-run houses alone cannot support high budget productions of the type being produced today. The second-run theatres must be revitalized to provide a great additional revenue source. We believe we have proved it exists and only needs promotion and exploitation to bring it to life."

Elect Randel Head

(*Continued from page* 1)

dent in place of the retiring first vice-president, Robert Fannon; Louis Allerhand, New Jersey branch manager for Loew's, re-elected second vice-president; Jack Safer, manager of Monogram Pictures, treasurer, replacing the retiring treasurer, Nat Furst. Abe Dickstein, branch manager of 20th Century-Fox, was re-elected secretary.

Vote Presentation of Scroll

In accordance with an old tradition, the out-going president accepted the office of Sergeant-at-Arms. The Board unanimously voted that a scroll be presented to him in recognition of his services.

Louis Nizer, attorney and executive secretary of the New York Film Board, announced that installation ceremonies would take place during the first week of January.

TOA Groups Consult

(*Continued from page* 1)

that the unit would not wish to take the position of opposing legislation in the public interest. He was emphatic, however, in declaring that the TOA should fight bills to legalize Bingo for non-profit organizations "unless theatres are included." It has been reliably reported the American Legion will support such legislation for non-profit organizations, at the session opening Jan. 9. Several legislators, one of them Assemblyman Thomas H. Brown, of Troy, announced they will introduce Bingo bills. Considerable support for the idea has been manifested in letters to newspapers and through other media. The state Council of Churches, speaking for Federated Protestantism, reported in the latest edition of its monthly publication that Bingo bills for veteran, fraternal, church, charitable and civic organizations are likely to be introduced.

License Ban

(*Continued from page* 1)

appeal today, the six distributor defendants denied the company's statement that the Circuit Court cut the damages because Milwaukee Towne had never actually demanded first-run pictures from the distributors. The Circuit Court rather took the position, the distributors said, that Milwaukee Towne had never made such a demand because it knew its theatre was wholly unsuitable for first-run exhibition, and that was why the damages were trimmed.

In view of that fact, today's brief continued, there is also no ground for Milwaukee Towne's assertion that the Circuit Court violated the Supreme Court opinion in the Jackson Park case.

'Facts Confirm the Opinion'

As for the lower court's action in reducing the fees due to Milwaukee Towne's lawyers, "the facts confirm the opinion (that the original fees were excessive) more strongly than could any argument by defendants," the distributors said.

On the final point, the elimination of the cross-licensing ban in the decree, the distributors said their "deluxe" theatres could not be operated by affiliated exhibitors or anyone else without the films from the distributors involved, and so this provision amounted to a divestiture order. "Plaintiff cannot demonstrate that such a divestiture would be of any future benefit or protection to it," the brief argued.

U-I's 1951 Gross

(*Continued from page* 1)

estimated world gross for the quarter ended Nov. 3, 1951, was $20,750,000, compared to $16,450,000 for the corresponding period of 1950.

Mr. Exhibitor—Are You Doing All You Can on the 1951 'Christmas Salute' to the Variety Clubs-Will Rogers Hospital?

20th Plans Divorce By June of 1952

Confirmation that 20th Century-Fox plans to comply with the government consent decree a year ahead of schedule was provided yesterday by Fred Pride, 20th-Fox-National Theatres attorney. He told Federal Judge Alfred Coxe that 20th-Fox hopes to offer its plan of reorganization, divorcing exhibition from distribution, to the court by June of 1952, instead of the decree deadline of June, 1953. Pride's statement was made in yesterday's hearings concerning 20th-Fox's bid to build a new Denver theatre.

20th-Fox Wins O.K.

(*Continued from page* 1)

Court that the proposed new theatre would replace the Paramount Theatre in Denver, the lease of which expires in March. He also informed the court that as to National Production Authority permission to build the theatre, an application has been approved by NPA's Denver branch, and final approval from Washington is dependent on the disposition of the case in today's hearings.

Wolfberg A Witness

Harris P. Wolfberg, owner of the Broadway Theatre in Denver and operator of an independent circuit, was sworn in as a witness by his attorney, Robert I. Wright. He testified that he had acquired a lease to the Paramount Theatre in 1948 to become operative in March, 1952, when Fox will vacate. It was the contention of Wolfberg's attorney that Fox actually replaced the Paramount when it recently made its Taber Theatre in Denver a first-run house.

According to the terms of the decree, 20th-Fox upon approval of the court can replace any theatre it loses in Denver if the court finds that competition would not be injured.

Frank H. Ricketson, Jr., president of Fox Inter-Mountain Theatres, also attended the hearing.

Schine Divestiture

(*Continued from page* 1)

Attorney General, said in New York that no new extension of the expired deadline has been agreed upon. Asked what the next move would be, Marcus said, "No comment."

According to one report, the government is considering asking the Federal Court to appoint a trustee to dispose of the theatres. Schine has until next June 30 to dispose of another 11 theatres under its consent decree, which would complete its divestiture schedule. Adverse market conditions are understood to be the reason for Schine's inability to meet its schedule during the past year. The circuit reportedly had difficulty obtaining any offers at all for some of the houses and none which were acceptable to it.

Efforts to reach Schine attorneys for comment were unsuccessful.

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9 Are Started, 9 Completed

HOLLYWOOD, Dec. 19.—The production tally showed no change this week, with a total of 34 pictures in work. Nine new pictures were started, and nine were completed.

Started were: "Barbed Wire" (Gene Autry Productions), Columbia; "Because You're Mine" and "Carbine Williams," Metro-Goldwyn-Mayer; "Wild Stallion," Monogram; "Rangers of the Golden Sage," Republic; "Marshal of Pecos," RKO Radio; "Don't Bother To Knock" and "We're Not Married," 20th Century-Fox; "Alexander, the Big Leaguer," Warner Brothers.

Completed were: "A Yank in Indo-China," Columbia; "Outlaw Women" (Howco Productions), Independent; "The Girl in White" and "The Merry Widow," Metro-Goldwyn-Mayer; "Bal Tabarin," Republic; "Desert Passage," "Clash By Night" (Wald-Krasna Productions), and "Sword of Venus" (American Pictures), RKO Radio; "Outcasts of Poker Flat," 20th Century-Fox.

UA Operations

(*Continued from page* 1)

ket as a profit area, Spiegel said that on recent visits to UA's Italian, French, British and Danish exchanges he found an *esprit de corps* and manifestation of energy that redoubled his already high opinion of the company. Arnold Picker who recently was named UA foreign manager returned from a European tour about a month ago.

Regarding the foreign market in general, Spiegel said he knew for a fact that whereas major film companies of the U. S. received 35 to 40 per cent of their income from abroad before World War II, they are today getting 50 per cent.

Spiegel stopped over in New York yesterday following his return from Africa and England, and left last night for the Coast with the only available print of his "African Queen," filmed on location in Africa, which will have its world premiere on the Coast on Dec. 26. He described the film as a candidate for 1951 Academy Award nominations. UA is releasing the picture.

There is a big future for motion pictures in Africa, Spiegel said, deploring the dearth of theatres in big cities of the countries in the central area of that continent.

Herskovitz Named Clarke's Assistant

Arthur Herskovitz, formerly in charge of RKO Pictures' 16mm. activities, has been named assistant to Ned Clarke, Latin-American and Far East home office division manager. Charles G. Belmont, formerly assistant to Herskovitz, has been placed in charge of 16mm. operations.

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MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
COMPLETELY AIR-CONDITIONED
Reservations • Walter Jacobs



UK, Italian 'Bonus' Plans Cited as Boon by Spiegel

The extent to which the British and Italian governments' production "bonus" programs guarantee profits to American companies making pictures in those countries was cited in enthusiastic terms here yesterday by independent producer Sam Spiegel upon his return to the U. S. following completion in England and Africa of "The African Queen," which United Artists will release.

Giving Warner's "Captain Horatio Hornblower" as an example, Spiegel said that picture, produced in England, grossed 300,000 pounds in that country and will therefore bring to the company a British government "gift" of 100,000 convertible pounds under the Eady bonus plan. This "gift," he pointed out, is over and above the normal profit accruing to the producer.

The Italian government's bonus arrangement, said Spiegel, who will make the exteriors for his next picture in Italy, is "even greater" than Britain's. It provides that 18 per cent of the price of every theatre ticket sold for a picture be earmarked for the producer as a bonus before the ticket's profits are allocated.

There is no risk for British producers under the Eady plan he held. Under both the British and Italian plans the "risk" of American producers is remarkably lessened, in Spiegel's opinion. But, he said, he will continue to make pictures in "good old Hollywood." The prime motive behind the British and Italian bonus plans is to make work for technicians and other film labor of those countries.

New Zealand to End Double Taxation

WASHINGTON, Dec. 19.—New Zealand has agreed to ease its tax treatment of U. S. stars and other entertainers who go there to make films or stage appearances.

New Zealand and the U. S. some time ago negotiated a treaty to avoid double income taxation. However, the treaty would not have ended double taxation on entertainers even if they were in New Zealand as little as a week or month a year. The U. S. Senate, in ratifying the treaty, specified that it should go into effect only if entertainers were treated on the same basis as businessmen and other persons—that is, exempt from double taxation unless in the country six months or more in a year.

UK Ban on 'Devil's Weed'

LONDON, Dec. 19. — The British Board of Film Censors has refused a certificate for "The Devil's Weed," a marijuana film with Lila Leeds. In addition, the picture has been banned by the county councils of London, Middlesex and Surrey.

O'Brien Pessimistic About British Production Future

LONDON, Dec. 19.—Painting a picture of pending gloom unless the British film industry forthwith mends its ways, Tom O'Brien, head of the National Association of Theatrical and Kine Employes and Member of Parliament, has asked leading producers for details of their plans for the coming year.

O'Brien also has addressed Eric Johnston, Motion Picture Association of America president, seeking similar information as to the production programs in Britain of MPAA's member companies.

"Division, disunity and—in certain quarters—deliberate disruption are the characteristics of the industry at the present time, and any government in the circumstances would be entitled to write off such an industry as inept," was the opening passage in the Jeremiad.

O'Brien further warned the industry that new forms of taxation might be introduced in the next budget; something on the lines of the Dalton duties, he said. He did not dismiss either the possibility that the entertainment tax might be increased.

"Production plans for 1952," said NATKE's general secretary, "are being slowed down for more reasons than one. The two million pounds additional capital to the National Film Finance Corporation have not been confirmed by the new government. The Eady Fund is already being brought into disrepute by the squealings and squabblings of certain interests."

He commented on the lack of adequate commercial liaison between the American and British industries and saw no hope of the trade being able to face the political problems confronting it in the coming year.

O'Brien also claimed that at the meeting shortly to occur between his union and president of the Board of Trade Peter Thorneycroft he proposes "to initiate political and industrial policies calculated to aid the production of films in Britain."

What those new policies may imply is not disclosed, except that O'Brien has repeatedly and publicly demanded not an additional two million pounds for NFFC but ten millions pounds.

Wilby to South America

Robert Wilby of Atlanta, a Theatre Owners of America representative on the Council of Motion Picture Organizations executive board, has informed the TOA that he will be unable to attend the scheduled Feb. 14-15 meeting of the COMPO board because he has planned to be in South America at that time. It is expected that Wilby will name an alternate to participate in the COMPO meeting.

Mexican Bank Reports

MEXICO CITY, Dec. 19.—The semi-official Banco Nacional Cinematografico, S. A., the trade's own bank, reports loans, credits and discounts totaling $1,612,359.42 in its latest balance sheet.

Mr. Exhibitor—Are You Doing All You Can on the 1951 'Christmas Salute' to the Variety Clubs-Will Rogers Hospital?

French Costs, Admissions Up

WASHINGTON, Dec. 19. — Cost of French film production has risen sharply, according to the U. S. Commerce Department.

Film chief Nathan D. Golden said that during the first half of 1951 there were 52 features produced in France at an average cost of 58,700,000 francs per picture. In the like 1950 period, 52 features were also produced, but the average cost was only 42,100,000 francs. During the first half of this year, five films costing over 100,000,000 francs were produced, against only two in the first six months of 1950.

Golden also reported a continued rise in admission prices through the third quarter of 1951, with some first-run theatres boosting prices from 225 to 300 francs and one theatre raising its top price from 300 to 400 francs.

U.K. Booking Policy On 'Caruso' Queried

LONDON, Dec. 19.—Second-run exhibitors here have complained to Cinematograph Exhibitors Association's general purposes committee that M-G-M's highly successful "The Great Caruso" is being given extended run authorization on the ABC circuit after negotiations for second-runs had taken place.

The subsequent-run exhibitors aver that their arrangements were made on the assumption that the first-runs would be giving the picture the normal one week's engagement only. A CEA deputation is to see Sam Eckman, Jr., M-G-M's managing director here, to discuss the company's booking policy.

US-Type P.C.A.

(*Continued from page* 1)

give guidance on films and their treatment.

The committee was set up in August, 1949 to study and make recommendations for developing a domestic film industry. After extensive study, hearings and field investigations, it made recommendations in a 339-page report.

Other recommendations were these: a uniform entertainment tax; establishment of a Film Finance Corp.; arrangements to import up to $945,000 of studio equipment annually; general licensing of up to 240,000,000 feet of raw stock each year; an 18-member statutory Film Council to advise the government on film matters; steps to boost domestic production of raw stock; and an Export Corporation to explore the possibility of marketing Indian films in English-speaking areas.

May Delay Johnston Trip

Although it is not certain that Eric A. Johnston, Motion Picture Association of America president, will postpone his scheduled Jan. 15 departure for a three to four-week tour of South American countries, "chances are" that he will put off the trip until later in the year, sources close to Johnston indicated here yesterday.

Johnston, who on Dec. 1 again became active in MPAA affairs following several months in government service as Economic Stabilization Administrator, is said to regard the U. S. industry's problems in South America as less pressing than domestic problems.

Happy Picture! Happy Patrons

Warner Bros. take exceptional delight in announcing the Trade Showings Jan. 9th of

CARY GRANT

and

BETSY DRAKE

in

"ROOM FOR ONE MORE"

SCREEN PLAY BY
JACK ROSE AND MELVILLE SHAVELSON

PRODUCED BY
HENRY BLANKE

DIRECTED BY
NORMAN TAG

MUSIC BY MAX STEINER

ALBANY
Worner Screening Room
110 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Poromount Screening Room
464 Fronklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Worner Screening Room
1307 So. Wobosh Ave. • 1:30 P.M.

CINCINNATI
RKO Poloce Th. Screening Room
Polace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Worner Screening Room
2300 Poyne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:30 A.M.

DENVER
Poromount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Poromount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchonge Building
2310 Coss Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1.00 P.M.

JACKSONVILLE
Florido Theotre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyondotte St. • 1:30 P.M.

LOS ANGELES
Worner Screening Room
2025 S. Vermont Ave. • 2.00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vonce Ave. • 12:15 P.M.

MILWAUKEE
Warner Theotre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Worner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Worner Theotre Projection Room
70 College St. • 2.00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8.00 P.M.



It's all about those wonderful male-plus-female things that make wedding bells ring with laughter!

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 10:30 A.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

Who . . .

? ARE the year's most
? successful personalities
? in Motion Pictures,
? Television and Radio—

Now being audited for

*The Hall of FAME**

? —WHO ARE the top stars, producers, directors . . .
? Which companies distributed or broadcast the year's
? successes . . . In the vernacular of the amusement
? industries, who are the **HOT** names to watch for
? 1952 ? ? ? ? ? ? ? ? ? ? ? ?

By far the most widely quoted of all trade polls in the entertainment industries, the findings of FAME reach more than 47 million people (after allowing for duplication between the coverages of newspapers, magazines, radio and TV).

The FAME polls for this year's audit of personalities in the fields of motion pictures, radio and television now are in active process of fact-finding. The forthcoming announcements of the results will have an even greater significance than ever before.

* **"The Hall of FAME"** is one of the exclusive departments cumulatively presented each year in FAME—the authentic record referred to for many purposes throughout every year by numerous writers of articles, and by producers, sponsors and various others. It is one of the reasons why the trade and public influences of FAME continue to be so widespread and unique.

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State Policy

(*Continued from page* 1)

panies on the question and declared that "if ever there was a time for plain talking, this is it."

"While the silence persists," he said, "many independent film companies have already disposed of large libraries of films to TV, notably among them Republic Pictures (sic), while several large producing organizations are setting up subsidiary companies solely for the production of pictures for TV." He also named producer Edward Small in this respect.

The former national Allied president said exhibitors today "are holding on with both hope and despair." The hope, he added, "stems from all the statements of encouragement uttered by film company heads, while the despair results from the growing tendency of more and more independent producing and distributing companies turning to TV for the sale of their pictures and we, who are situated in strong TV areas, know what a devastating effect this has on theatre attendance."

The time for "pussyfooting" is past, Kirsch declared. "Thousands of exhibitors have their last dime invested in motion picture theatres—they have a right to know whether the major producing companies are going to continue to concentrate on the theatre market or TV. There can be no half measures, no 'ifs,' 'ands' or 'buts.' This is too serious a piece of business to trifle with. Frank and straightforward statements should be made on this score now by the presidents of every major film company.

"At least if the presidents of 20th Century-Fox, M-G-M, Warner, RKO, Columbia, Universal, United Artists and Paramount would come out with a statement that the future of their business lies solely with motion picture theatres—and mean it—then the hopes which these exhibitors harbor will prove meaningful and the despair meaningless.

"The new year," Kirsch continued, "is rapidly approaching. That would be an appropriate time for putting the record straight once and for all."

Referring to assertions by "men in the top echelon of production and distribution" that the outlook for the film industry is very bright, Kirsch asked: "For whom are all these alleged encouraging signs?"

He answered the question: "For the producers of motion pictures, of course, who are looking with a determined eye to the TV field which they feel offers them a lucrative market for the thousands of films that had their runs in theatres throughout the country and are now resting in the film vaults awaiting the day when more channels are opened up and ready to consume this vast backlog of film merchandise."

See SSB Decision By End of January

WASHINGTON, Dec. 19.—A Salary Stabilization Board decision on the extent to which industry talent salaries will be controlled by the board is expected by the end of January, a top SSB official said.

The board had hoped to reach a decision before this, he declared, based on the findings made by a special three-man committee which has been studying the subject, but it can certainly be expected shortly after the first of the year.

Television--Radio

Comment and Opinion

THIS promises to be a lively and exciting Christmas for the radio and television audience. With the networks outdoing one another to put outstanding entertainment on the air, many of the traditional radio offerings this year have been shifted to the TV screen.

U. S. Steel, for example, sponsor of radio's important and popular "Theatre Guild on the Air," marks its entry into the television field via NBC with a Christmas Day presentation of Charles Dickens' "A Christmas Carol." To make the occasion something special, Sir Ralph Richardson is being flown over from England especially to take the part of Scrooge in the beloved classic.

Also over NBC, Charles Laughton invites the TV audience to an hour-long reading session and there will be pickups of various Christmas services, including one from St. Patrick's Cathedral in New York. NBC radio, too, has an ambitious schedule lined up.

The various networks will carry President Truman's Christmas Eve address. On CBS Radio that same night, the Lux Radio Theatre will present Walt Disney's version of "Alice in Wonderland." Disney also does a Christmas show on the TV net. CBS and NBC have scheduled pickups from various churches, including one from St. Patrick's Cathedral in New York.

☆ ☆ ☆

Despite rather obvious hesitancy, the film industry is steadily drawing closer to television and using the medium to exploit its pictures. Last night, Samuel Goldwyn went on the air over television station KNXT in Los Angeles to show excerpts from five of his pictures, including of course his latest, "I Want You." Goldwyn believes in grabbing the bull by the horns. The experiment will be watched with interest.

☆ ☆ ☆

The Dinah Shore Show, a recent addition to the NBC-TV program schedule, turns out to be one of the most pleasant and attractive of its kind on the air. The twice-weekly 15-minute bit of song and dance, originating from the Coast, is packed with entertainment value and sparkles in a medium that thrives on simplicity, providing the performer has something to offer. Miss Shore has one great talent—she can sing. And that's exactly what she does on her show which occasionally also offers unpretentious production numbers. Radio, records or TV—it looks as if Dinah just can't fail.

☆ ☆ ☆

Studies continue to indicate a steady comeback of radio and the public seems to know it. A recent survey found the percentage of those who thought television would replace radio had dropped from 52.3 per cent in 1949 to only 23.2 per cent by November, 1951. This proves just one thing—television, while still attractive to a lot of people, is not making any real progress. And the reasons are plain. Encumbered by constant reminders of the need to appeal on the lowest level to the broadest possible audience, television has settled down too early in life.

The new format on the air is the exception rather than the rule these days. The old is still good enough, but the serious drain on the performers' material is beginning to show. This has long been true of the Show of Shows and was brought home forcefully again last week on the Ed Sullivan Toast of the Town Show and the Jack Benny program. The guest star who, one hopes, has brought along some fresh material, takes over. And the man with the top billing is reduced to a master-of-ceremonies.

☆ ☆ ☆

Lots of new radio and television shows going on the air, and some look promising. There's Roy Rogers making his TV debut December 30 in his own series. . . . Vaughn Monroe goes on NBC Radio January 5. . . . Ralph Edwards coming back over NBC-TV January 7 and a week later, the network starts its much-vaunted "Today" early morning show starring Dave Garroway. . . . CBS-Radio introduces the Peggy Lee Show December 25 and "The People Act" January 6. . . . ABC-TV brings radio's "The Greatest Story Ever Told" to a new medium next Sunday.

☆ ☆ ☆

Liggett & Myers Tobacco Co. unveiled its first filmed TV version of "Dragnet" over NBC-TV Sunday. If the series manages to maintain the level of suspense created on that starter, it may well become TV's leading crime thriller show. FRED HIFT

Rose Bowl

(*Continued from page* 1)

New York visit, it was learned, is an attempt not only to line up programs, but to interest theatre circuits to install TV equipment in the Midwest in order to reduce line costs to his Broadway Theatre. He cited one instance when the cost for one show was $3,000. The Broadway Theatre, due to the fact that there is no home television in Denver, was the only theatre in the nation to telecast the World Series.

NCAA to Determine ECAC TV Policy

The National Collegiate Athletic Association's convention in Cincinnati next month will determine the television policy of the Eastern College Athletic Conference.

This was made known following the ECAC's convention here when the conference approved a resolution which prohibits any member from entering into any television contract pending final action by the NCAA. A proposal by the University of Pennsylvania to permit unrestricted live television of football games was tabled.

NETTC Advances Plans for FCC

Further plans to advance the industry's bid to the Federal Communications Commission for television frequencies were discussed here yesterday at a meeting of the National Exhibitors Theatre Television Committee.

The meeting, held in Si Fabian's office, was attended by Wilbur Snaper, president of New Jersey Allied; Marcus Cohn, NETTC attorney; Fabian, NETTC chairman, and others.

Mrs. Lazarus Asks $37,617 Tax Refund

NEW ORLEANS, Dec. 19.—Mrs. Henry Lazarus of Lazarus theatres here has filed suit in Federal District Court against C. A. Donnelly, Collector of Internal Revenue, seeking a refund of $37,617 in income taxes for 1944-47 paid under protest. The suit asserts that the collector erroneously added to the income of Mrs. Lazarus certain income from a Bryan Amusement Co. partnership operating theatres in Bryan, Texas, composed of Alfred and Mrs. Edna Schulman and Mrs. Lazarus as trustee for the Henry Richard Lazarus Trust the Linda May Trust and Mrs. Lazarus individually.

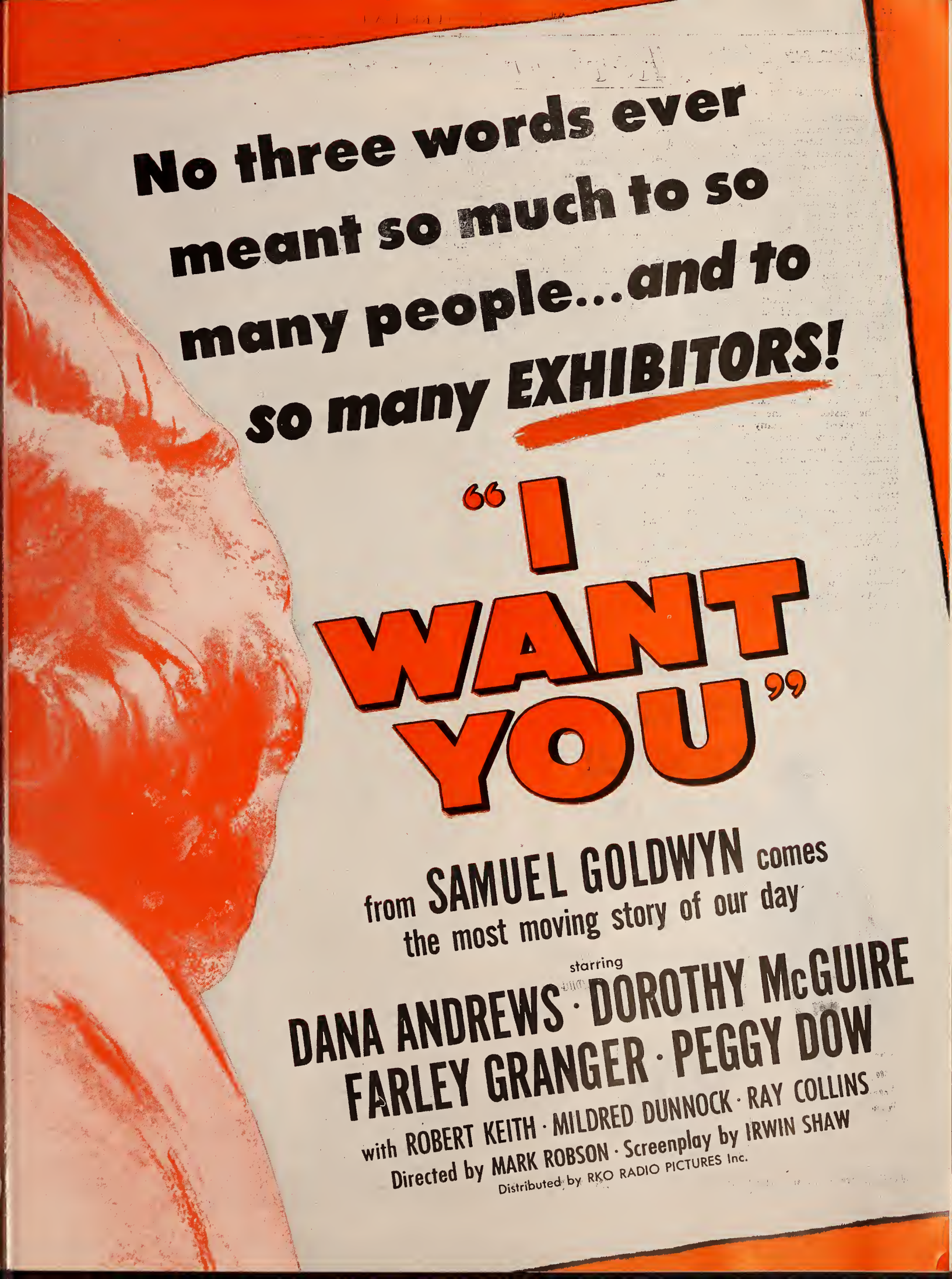
Comic Strip on TV

Arthur Pearson has joined Norman Hall and Barney Sarecky in the preparation of scripts for the "Terry and the Pirates" television series, it was announced by Douglas Fairbanks, Jr. and Sol Lesser of Odyssey Pictures. The *Chicago Tribune-New York Daily News* syndicate comic strip will go into production in early January for its first 26 half-hour TV shots.

Cue *Expands TV Section*

Beginning with its Dec. 29 issue, *Cue* will increase its current nine TV columns to 12, and will augment its service of giving synopses, names of stars and other pertinent information on motion pictures to be shown on video.




No three words ever meant so much to so many people...and to so many EXHIBITORS!
"I WANT YOU"
from SAMUEL GOLDWYN comes the most moving story of our day
starring
DANA ANDREWS · DOROTHY McGUIRE
FARLEY GRANGER · PEGGY DOW
with ROBERT KEITH · MILDRED DUNNOCK · RAY COLLINS
Directed by MARK ROBSON · Screenplay by IRWIN SHAW
Distributed by RKO RADIO PICTURES Inc.

Warner Lists

(*Continued from page* 1)

is committed to 27 feature releases, with some reissues in addition.

Warner's statement today also listed 14 productions which have been completed for release in 1952.

In announcing the pool of 47 properties, Warner stated: "There has been a certain amount of puzzlement and confusion in this industry during the past few years, but the important factor about the present market, known to us and certainly no secret to other producers, is that only fine entertainment does fine business."

The whole industry should be encouraged by the quality of improvement in pictures and business returns during the past few months, Warner stated.

"We are prepared to embark on one of the most ambitious production schedules in the history of our studio, and one that we strongly feel will be eminently successful," said Warner.

"The history of the industry has been marked with many trying periods from time-to-time. This will not be the first time that the screen has triumphantly weathered adverse conditions. Our formula is a simple one. We look forward to 1952 as a year of tremendous work which will be followed by gratifying rewards for us and the entire industry, if we key our thinking to one word—entertainment," said Warner.

"We intend to keep pace with the current high standard of film entertainment," he continued.

"Never before has there been such a vital need for a solid and close program of cooperation between the makers of motion pictures and those who exhibit them," he stated. "We are determined to work closer than ever before with exhibitors."

"We are geared to accept their guidance in production planning. We only ask that our customers show an equal willingness in extending all-out efforts in selling this merchandise to their customers."

A complete list of the 47 properties and the producers assigned to their fulfillment was given by Warner as follows:

ROBERT ARTHUR: "The Story of Will Rogers," "The Sea Chase," "Getting Mother Married," "Here Come the Girls," "Marriage '52," "Handle with Care," "The Helen Morgan Story."

SAM BISCHOFF: "The System," "The Turquoise."

HENRY BLANKE: "The Flame," "Broadway Revisited," "The Iron Mistress," "Green Light," "The Grace Moore Story," "We Came Out Fighting."

WILLIAM CAGNEY PRODUCTIONS: "A Lion Is in the Streets."

LOUIS F. EDELMAN: "Four Chaplains," "The Jazz Singer," "Career Girl," "Come On, Texas," "Springfield Rifle," "At the End of the Rainbow," "Stop, You're Killing Me."

RUDI FEHR: "The Desert Song," "Burning Daylight."

BRYAN FOY: "Alexander, the Big Leaguer," "The Miracle of Our Lady of Fatima."

WILLIAM JACOBS: "April in Paris," "Sally," "When Old New York Was Young," "Miss America," "By the Light of the Silvery Moon," "Hobby Horses" and a musical treatment of "Calamity Jane."

NORMA PRODUCTIONS: "His Majesty O'Keefe."

MELVILLE SHAVELSON: "The Winning Team."

ROBERT SISK: "The Story of Sam Houston," "Top of the World," "Serenade," "Man with a Gun," "Target Zero," "Pawnee Bill."

SIDNEY SKOLSKY: "The Story of Eddie Cantor."

MILTON SPERLING'S UNITED STATES PICTURES PRODUCTIONS: "Dream Street," "Blowing Wild."

DAVID WEISBART: "Golden Trail," "Rear Gaurd."

Warner announced that the following films are completed and ready for release:

"ROOM FOR ONE MORE," co-starring Cary Grant and Betsy Drake, directed by Norman Taurog, produced by Henry Blanke.

"THIS WOMAN IS DANGEROUS," starring Joan Crawford, Dennis Morgan and David Brian, directed by Felix Feist, produced by Robert Sisk.

"RETREAT, HELL!" with Frank Lovejoy, Richard Carlson, Rusty Tamblyn and Anita Louise, directed by Joseph Lewis, produced by Milton Sperling.

"THE LION AND THE HORSE," in color, with Steve Cochran and introducing Wildfire, "the wonder horse."

"BUGLES IN THE AFTERNOON," starring Ray Milland with Helena Carter, Hugh Marlowe and Forrest Tucker, directed by Roy Rowland, a William Cagney production, with color in Technicolor.

"MARA MARU," starring Errol Flynn and Ruth Roman, directed by Gordon Douglas, produced by David Weisbart.

"THE BIG TREES," Technicolor, starring Kirk Douglas, with Patrice Wymore and Eve Miller, directed by Felix Feist, produced by Louis F. Edelman.

"CARSON CITY," in color, starring Randolph Scott, directed by Andre de Toth, produced by David Weisbart.

"ABOUT FACE," Technicolor musical, with Gordon MacRae, Eddie Bracken, Dick and Aileen Stanley, Jr., directed by Roy Del Ruth and produced by William Jacobs.

"WHERE'S CHARLEY?," Technicolor musical, starring Ray Bolger, with Allyn McLerie, Robert Shackleton and Mary Germaine, directed by David Butler.

"THE CRIMSON PIRATE," Technicolor, starring Burt Lancaster with Nick Cravat and Eva Bartok, directed by Robert Siodmak, a Norma production.

"SHE'S WORKING HER WAY THROUGH COLLEGE," Technicolor musical, with Virginia Mayo, Ronald Reagan, Gene Nelson, Phyllis Thaxter and Don DeFore, directed by Bruce Humberstone and produced by William Jacobs.

Warner's Easter release will be "Jack and the Beanstalk," a Cinecolor picturization of the fairy tale with Abbott and Costello.

The studio will also distribute "The San Francisco Story," starring Joel McCrea and Yvonne DeCarlo, a Fidelity production, directed by Robert Parrish.

Review

"Lone Star"

(*Metro-Goldwyn-Mayer*)

CLARK GABLE is back in a lusty, hard-hitting adventure drama with historical overtones. With a story woven around dissension-torn Texas in 1845, the film has a cast of high-power boxoffice names. Ava Gardner, playing a local newspaper editor, provides the romantic corner of a triangle that involves Gable and Broderick Crawford. Others in the cast are Lionel Barrymore as ex-president Andrew Jackson, and Beulah Bondi, as a friend of the former president.

For the most part the story revolves around the political clash of two strong personalities, Gable and Crawford. Although an adventurer, the former is for the annexation of Texas to the United States while the latter is vehemently against it. Under the instructions of Jackson, Gable undertakes to penetrate the dangerous Indian territory in order to reach General Sam Houston and get him to announce his support of the annexation.

Throughout the picture there flows a considerable amount of action, gunplay, Indian fighting and rough riding. Most of the turbulence stems from Crawford's determination to balk Gable. Miss Gardner serves as a pretty ornament as her emotions vacillate from Crawford to Gable.

A fierce climax culminates the picture as the pro and con forces engage in battle while the Senate votes on the issue.

In the shadow of the larger struggle, the differences between Gable and Crawford are settled fistically to the former's advantage. Z. Wayne Griffin produced and Vincent Sherman directed, from the screenplay by Borden Chase.

Running time, 94 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

New Idea: Summer, Winter Theatre

Knoxville, Tenn., Dec. 19—Plans have been announced for the construction of a "convertible" theater here, one that can be "open air" in summer and then closed in winter by use of removable shutters. To be constructed by Dr. Paul Soper, University of Tennessee theater director, the theater will be called "The Carousel." Featuring seats arranged in circles, the house is slated to hold 350. Additional heavy draperies or curtains will increase warmth in winter.

Name Winners in WB New Jersey Drive

Frank J. Damis, general manager of Warner Brothers New Jersey theatres, with headquarters in Newark, has announced the winners of the "Frank Damis Showmanship Awards" climaxing a three months drive during September, October and November.

Theatres were grouped in four sections, with five prizes in each section. Winners in the first group were: First, Arthur Manfredonia of the Stanley, Jersey City; second and third resulted in a tie between George Birkner of the Oritani, Hackensack and Bernard Silverman of the Branford, Newark; fourth place went to William Weiss, Montauk, Passaic, and fifth to Michael Demcsak of the DeWitt, Bayonne. Winners in the second group were: Adolph Finkelstein, Embassy, Orange; Frank Costa, Warner, Ridgewood; Jack Conhaim, Mayfair, Newark; Jack Barrett, Wellmont, Montclair and Sam Roth, Baker, Dover. Third group winners were: Robert Phillips, Warner, Harrison; Herman Axelrod, Fabian, Hoboken; Morton Bratter, Millburn, Millburn; William Waldron, Central, Newark and Frank Plowman, Capitol, Belleville. Only one prize in the fourth division was won by the Franklin Theatre, Nutley with Frank Plowman as manager.

Promote 'Distant Drums'

Warner Brothers has prepared a special eight-page, two-color brochure in connection with distribution of United States Pictures production of "Distant Drums," starring Gary Cooper. The booklet is reaching millions of readers through distribution to thousands of schools, colleges, libraries, civic and community groups.

ANSWER TO YOUR TECHNICAL PROBLEMS...



The Altec Service Man and the organization behind him

The Altec Service Man

ALTEC SERVICE CORPORATION

161 Sixth Avenue,
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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

TRI ART COLOR CORPORATION

Is proud to have participated in this Historic Achievement

THE FIRST FEATURE MOTION PICTURE IN THE NEW EASTMAN NEGATIVE-POSITIVE COLOR PROCESS. ALL COLOR DEVELOPING AND PRINTING

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TODAY

MARKS THE

OPENING OF

STANLEY KRAMER'S

FIRST PRODUCTION

FOR COLUMBIA

Death of a Salesman

THE PULITZER

PRIZE-WINNING PLAY

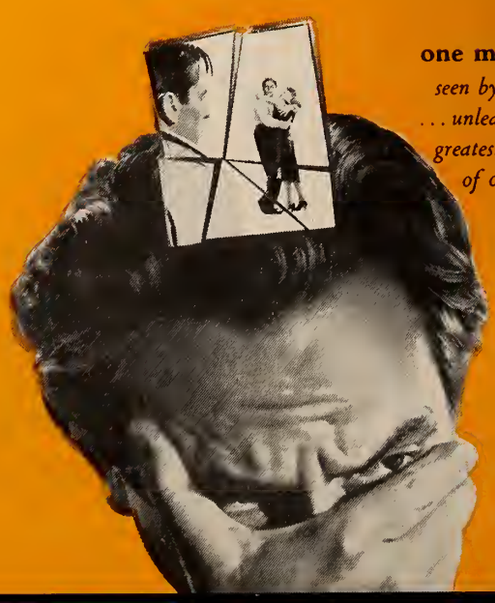
STARRING

FREDRIC MARCH—

AT THE VICTORIA, N.Y.

AND AT THE WARNER

BEVERLY HILLS, L.A.



one mistake

seen by his son

. . . unleashes the

greatest drama

of our day

A Merry, Merry Christmas To All

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 120 NEW YORK, U.S.A., FRIDAY, DECEMBER 21, 1951 TEN CENTS

New-Style Ad Campaign Is Due for Compo

Board Also Will Discuss A Revised Contest Plan

The Council of Motion Picture Organizations' executive board at its annual meeting here on Feb. 14-15 will discuss, among other things, new proposals for conducting a box-office-stimulating contest for the public and a newly-conceived 1952 nationwide newspaper advertising campaign, COMPO officials indicated here yesterday.

Experts in the contest field, it was reported, are studying the problem for a mutual determination at a date impossible to fix at this juncture. There is a strong probability that such a contest, whatever its complexion, will be a wholesale modification of the "Star Makers' Contest" initially sponsored by Leonard H. Goldenson, president of United Paramount Theatres.

The 1952 newspaper advertising

(*Continued on page 2*)

'51 Compo Revenue Around $160,000

As the end of the year approaches, the Council of Motion Picture Organizations' treasury records show receipts from exhibitors to total $75,000 and from producer-distributors, $85,000.

The exhibitors' contributions to the all-industry agency are equal to 25 per cent of the anticipated $300,000 based on one-tenth of one per cent of 1950 feature film rentals.

The producer-distributor's contribu-

(*Continued on page 2*)

Broidy Is Nominated MPIC Vice-President

HOLLYWOOD, Dec. 20.—Steve Broidy, Monogram Pictures president, last night was nominated as vice-president of the Motion Picture Industry Council here to succeed encumbent Gunther Lessing on the latter's succession to the presidency succeeding Allen Rivkin, whose term expires in February. Under MPIC's rotating execu-

(*Continued on page 2*)

Popcorn Production Down 21% This Year

Washington, Dec. 20.—Popcorn production this year is about 21 per cent below last year's, the Agriculture Department reported here. It said growers in 11 commercial producing states for which official estimates are made produced about 192,000,000 pounds of popcorn this year, which is 21 per cent below the 242,000,000 pounds harvested in 1950.

Schwalberg Heads Sales Managers Unit

A. W. Schwalberg, president of Paramount Film Distributing Corp., was elected chairman of the industry's General Sales Managers' Committee at a dinner meeting of the group Wednesday evening at the "21" Club. Schwalberg, whose term of office is one year, succeeds Ben Kalmenson of Warner Brothers.



A. W. Schwalberg

Present at the dinner in addition to Kalmenson and Schwalberg were

(*Continued on page 4*)

RCA TV Now In More Than 50 Theatres

CAMDEN, N. J., Dec. 20.—More than 50 theatres in the U. S. are now supplied with RCA theatre television equipment, it was disclosed here today in a year-end report released by Martin F. Bennett, RCA theatre TV sales manager.

This growth, declared Bennett, "justifies forecasts made some time ago that theatres capable of seating approximately 200,000 would be equipped for theatre television by early 1952."

The RCA TV equipped theatres, RCA's sales manager reported, extend

(*Continued on page 4*)

Blumberg Drive To Be Extended

"The Nate J. Blumberg Anniversary Drive," starting Dec. 30 and continuing for 17 weeks until May 3, has been extended to include all foreign countries throughout the world where Universal-International pictures are exhibited, except those countries behind "the Iron Curtain," Alfred E. Daff, director of world sales of Universal reports.

Americo Aboaf, foreign sales man-

(*Continued on page 2*)

TNT to Line Up Others For Rose Bowl Game

Under the terms of Harris P. Wolfberg's deal with Theatre Network Television to televise the forthcoming Rose Bowl football game in Wolfberg's Broadway Theatre in Denver, from 20 to 25 per cent of the gross will go to the Rose Bowl committee, Wolfberg disclosed here.

At the same time, Nathan Halpern, TNT president, revealed that TNT has procured exclusive theatre TV rights to the annual classic starring Illinois versus Stanford. Halpern stated that TNT is now in the process of selling the event to other theatres.

Wolfberg, who arrived here Wednesday to contest 20th Century-Fox's bid to build a theatre in Denver, said he finalized his deal with TNT yesterday, explaining that an initial impression that he independently booked the game was in error.

The Broadway Theatre, Wolfberg added, will charge $2.40, including tax, as its admission price for the event, which will not be seen in Denver on home TV due to the lack of television stations in Denver. However, the game will be seen elsewhere over NBC-TV. The Broadway's regular admission price is 85 cents.

The Denver circuit operator, who originally planned to stay in New York a week in an attempt to line up programs for his theatre, in addition to speaking with circuit executives on

(*Continued on page 4*)

20th's Profits End Need for '51 Pay Cuts

Six Months' Reductions Will Be Repaid to 130

Twentieth Century-Fox's profits for the last half of the current year eliminate the need for the voluntary salary reductions, ranging from 25 to 50 per cent, which 130 company executives agreed to as of July 1, last, Spyros P. Skouras, 20th-Fox president, announced here yesterday.



Spyros Skouras

The salary cuts for the six months period will be repaid on Dec. 29, Skouras said. However, the voluntary pay cut plan will be continued as originally designed through next year and in 1953. Should company profits again

(*Continued on page 2*)

CBS-TV in Deal for 17 Korda Pictures

The sale of TV rights to 17 recent Sir Alexander Korda productions to CBS-TV was disclosed here yesterday.

The deal was definitely confirmed by Noel Meadow, national publicity director of Snader Productions. All the pictures, Meadow stated, were made after 1949, running up to 1951. The sum of money involved goes into six figures, it was learned. Neither CBS-TV nor Meadow would give out

(*Continued on page 4*)

Penna. Firm Files $5,775,000 Suit

PHILADELPHIA, Dec. 20.—A $5,775,000 triple damage anti-trust suit was filed in Federal District Court here against seven distributors by the Norris Amusement Co. and its owners, the six Sablosky brothers, Abe, Lewis, David, Benjamin, Thomas and Nathan, and their wives, charging conspiracy to withhold first run product

(*Continued on page 2*)

Personal Mention

CONSTANTINE J. BASIL, head of the Basil circuit in Buffalo, and his wife have sailed from New York for Europe. They are expected back in the spring.

•

ALFRED CROWN, Samuel Goldwyn Productions sales vice-president, will leave New York early in January for a month's trip to South America.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, is back in New York from Cuba and Mexico.

•

MAX BERCUTT, Warner Brothers field publicist, will leave San Francisco for Los Angeles today.

•

WILLIAM H. WRIGHT, producer, will leave the Coast today by plane for Lawrenceberg, Ind.

Little Carnegie Is New York's Latest

Industry figures and representatives of the press attended a reception here last night for the new Little Carnegie Theatre on West 57th Street here. The 528-seat house will open to the public Wednesday morning with the American premiere of the Japanese film, "Rashomon," released by RKO Pictures.

The new house will be operated by Jean Goldwurm and George Schwartz. Admission prices have not been set.

Balaban Sees Truman

WASHINGTON, Dec. 20.—Paramount Pictures president Barney Balaban was a White House caller today. He told reporters he had paid President Truman a courtesy visit. Balaban was in town to make a presentation last night to the New York Avenue Presbyterian Church of the original manuscript of Lincoln's first draft of the Emancipation Proclamation. He was also scheduled to announce setting up a fund to make an annual award to the person best carrying out the spirit of the proclamation.

Hall Holiday Plans

To accommodate holiday audiences New York's Radio City Music Hall has scheduled extra performances of its famous Christmas show beginning Saturday with doors opening at 8 A. M.; Sunday, 11:30 A. M.; Monday and Tuesday, 9:45 A. M.; Wednesday, Thursday and Friday, 7:45 A. M.; and Saturday, Dec. 29 at 8 A. M.

No Paper Published Monday or Tuesday

In view of the four-day Christmas holiday which will be observed generally by the film industry, *Motion Picture Daily* will not be published on Monday or Tuesday.

New-Style Ad Campaign Due

(*Continued from page* 1)

campaign is envisioned along lines that differ somewhat from those of the 1951 program which producer-distributors underwrote in the amount of $600,000. Next year the companies would rotate copy, plugging their own attractions only, but incorporating an industry message at the same time.

The 1952 ad campaign is designed to spread over a longer period of time and establish greater continuity in contradistinction to the "one shot" approach of the initial campaign.

The Goldenson "Star Makers' Contest" idea was adopted in principle by the executive committee of COMPO after a detailed examination by Monroe Greenthal, former advertising and publicity director of United Artists, and for several years now head of his own advertising agency. The original plan involved production of a series of special short subjects which would have projected the proposal into the Hollywood area where some objections were registered. It is understood advertising directors of the major companies also entertained an occasional reservation about the scheme in its original format.

The executive board also will discuss an extension of the tours evolved for "Movietime U. S. A." this year. Unlike the 1951 campaign the new plan calls for a stagger system running over a period of weeks rather than attempt to compress the tours into one week.

Also to be taken up is the problem of devising a method of raising the tone of publicity originating in Hollywood and an accompanying method, strung out nationally, to correct or refine such publicity if circumstances require at the news desk level.

Arrangements for a new Hollywood seminar which this time would include distribution as well as production and exhibition also will be on the agenda for discussion.

Rounding out the two-day parley will be an election of COMPO officers for the ensuing year and an examination of financial problems.

20th's Profits

(*Continued from page* 1)

warrant, the cuts would be repaid at the end of each year.

In a letter to company executives, Skouras thanked his colleagues for their "cooperation and contribution." He stated to them that "your unflagging interest has made possible a profitable six-month period, commencing July 1, and such a result is a tangible indication that when your company is faced with a serious problem you and your associates can be counted upon to work and strive to help the company surmount it.

"I am optimistic regarding the future of 20th Century-Fox, with every executive continuing his participation in the plan and working as effectively as he has in the past six months. Our difficulties are not behind us. Production costs are still excessive in relation to prevailing box-office levels."

The plan will remain open to all on a voluntary basis through 1952 and 1953, under the original terms. This provides for reductions on weekly salaries from $500 to $1000, 25 per cent; from $1,000 to $2,000, 25 per cent; over $2,000, 50 per cent. Restitution of the reductions is based on 50 per cent participation in the profits of the corporation up to but not exceeding the salary reduction.

Blumberg Drive

(*Continued from page* 1)

ager, will head the foreign section of the worldwide sales drive in honor of the president of Universal Pictures, which is the first of a series of special events planned by the company to commemorate its 40th anniversary as a producing and distributing company.

The winning foreign manager in the foreign phase of the "Blumberg Drive," will be given a trip to New York and Hollywood which will be part of the cash awards to be distributed to the winners.

Compo Revenue

(*Continued from page* 1)

tions equal about 28 per cent of the anticipated $300,000 which would match exhibition's share.

COMPO's over-all program for 1952 hinges entirely on a continuous flow of dollars; hence a discussion of finances will figure importantly at the Feb. 14-15 meeting in New York of the COMPO executive board.

Also on the ledger of the producer-distributors is the $600,000 pledged and spent on the newspaper campaign this year for "Movietime U. S. A." Exhibitors, in the aggregate, spent about $300,000 for "Movietime."

Penn. Firm Files

(*Continued from page* 1)

from five theatres in the chain. Four of the houses are in Norristown and one in Bristol.

Defendants are 20th Century-Fox, Paramount Pictures Corp., RKO Radio Pictures, Warner Brothers Pictures Distributing Corp., Columbia, Universal and Loew's Inc. The distributors allegedly conspired to violate an agreement with Norris Amusement Co. to supply first run products 30 days after Philadelphia release. Failure to meet this arrangement, it was charged, resulted in closing of two of the theatres and a financial loss estimated at $1,925,000 in box office receipts.

Broidy Is Nominated

(*Continued from page* 1)

tiveship procedure, nomination is tantamount to election.

MPIC, in its regular monthly meeting, also approved a resolution requesting Ned Depinet to accept another term as president of the Council of Motion Picture Organizations. Dore Schary, MPIC publicity committee chairman, named Paul MacNamara as his deputy.

15 States to Hold Sessions in '52

Washington, Dec. 20.—Fifteen state legislatures will hold regularly scheduled sessions next year, according to Jack Bryson, legislative liaison of the Motion Picture Association of America. While there are no signs of major trouble yet, something is bound to pop in one or another of the states, Bryson said.

Meeting in January are 12 legislatures: Rhode Island, Colorado, Georgia, Massachusetts, Kentucky, Mississippi, New Jersey, South Carolina, Michigan, New York, Virginia and Arizona. Maryland will meet in February, California in March and Louisiana in May.

See Abandonment of Exposition Plans

Action having been postponed on the New York exhibitors'-compo proposal that an industry exposition be held here and later in various cities across the country, the prospect now is that the idea will be abandoned completely.

The reason for belief that the exposition, which was to open at the Grand Central Palace here, will not be held is that it would be too challenging a task technically, according to an exhibition spokesman.

A group of New York circuit owners which has been serving as an exposition planning committee invited Motion Picture Association of America member companies to underwrite the exposition in the amount of $400,000. The MPAA, without committing itself, suggested a conference in Hollywood between the exhibitors and studio executives regarding the possibility of transporting sets and other equipment from the Coast to New York for display at the show. Studio executives have not acted on the suggestion.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
DORIS DAY
DANNY THOMAS
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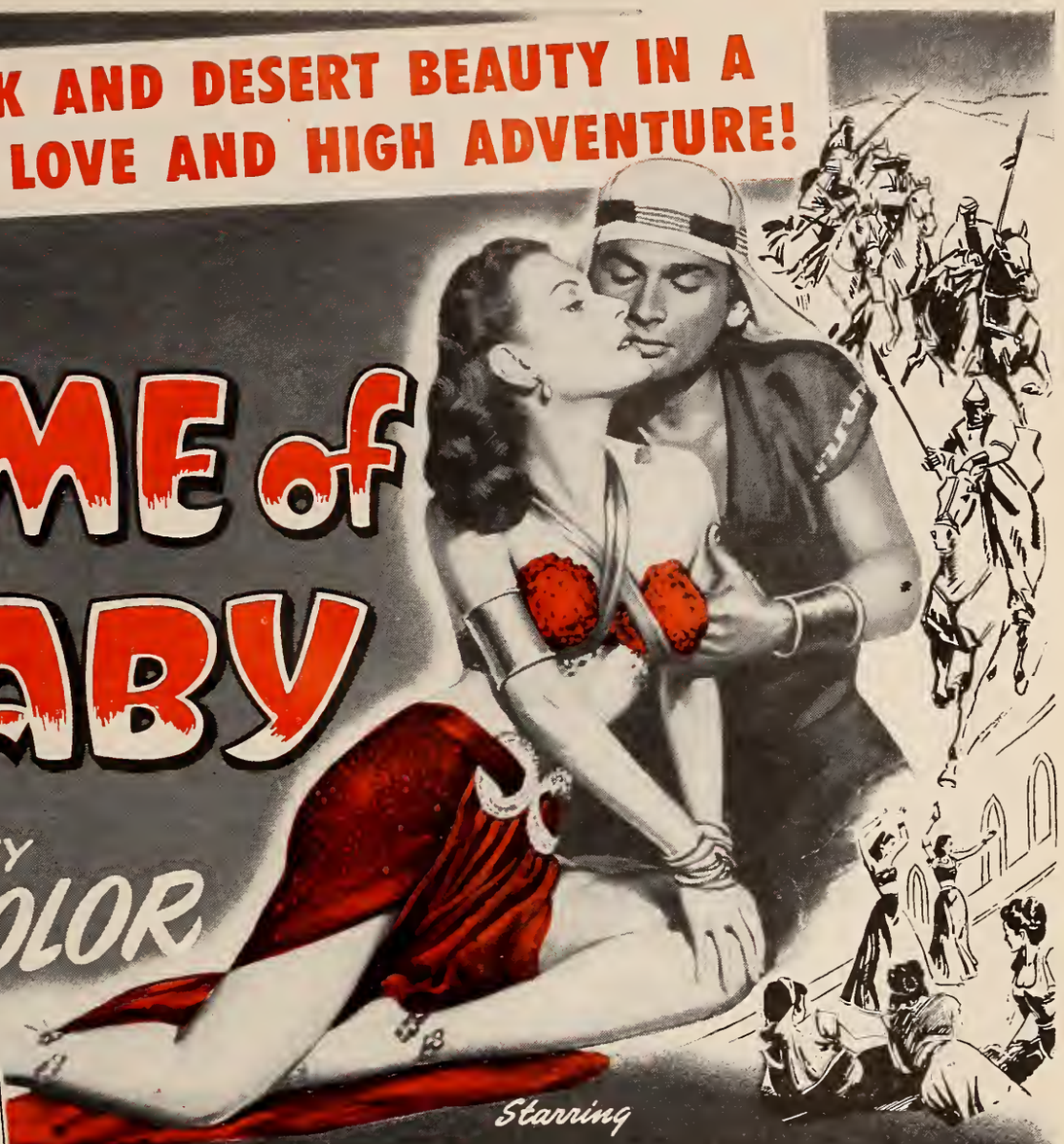
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Paramount to Start Eight

HOLLYWOOD, Dec. 20.—Paramount has scheduled eight top productions for filming during the first three months of the new year. Five will have color in Technicolor. Starting dates are as follows:

January 7—The William Pine-William Thomas "Caribbean Gold," Technicolor, starring John Payne and Arlene Dahl. Edward Ludwig will direct.

Jan. 14—George Pal's "War of the Worlds," Technicolor, based on the H. G. Wells science-fiction story classic. Byron Haskin will direct. Les Tremayne has been set for a top role.

Jan. 21—"Stalag 17," with Billy Wilder as the producer-director and a cast including William Holden, Don Taylor, Cy Howard and Robert Strauss.

Jan. 28.—The Hal Wallis production, "Come Back, Little Sheba," based on the Broadway play.

Feb. 4.—The Nat Holt production, "Hurricane Smith," Technicolor, from the sea stories by Gordon Ray Young.

Feb. 20—The Pine-Thomas "Tropic Zone," Technicolor, with Rhonda Fleming set for a lead role. This will be filmed at the story's locale in Honduras. Lewis R. Foster will direct.

For March, two pictures are scheduled; "Persian Gulf," to be filmed in the actual area, in Technicolor, from an original, with Joseph Sistrom producing, and "The Sad Sack," an Alan Young comedy based on the George Baker cartoon character, with Paul Jones producing.

Schwalberg Heads

(*Continued from page* 1)

general sales managers Abe Montague, Columbia; Al Lichtman, 20th Century-Fox; William Rodgers and Charles M. Reagan, Metro-Goldwyn-Mayer; Robert Mochrie, RKO Pictures; William Heineman, United Artists, and Charles Feldman, Universal.

Also attending were Ned Depinet, president of RKO; Martin Quigley; John J. O'Connor, vice-president of Universal; William Gehring, assistant sales manager of 20th Century-Fox; Bernard Kranze, assistant sales manager of UA; Bernard Goodman, assistant to Kalmenson, and Monroe Goodman, assistant to Schwalberg.

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UNITED AIR LINES

New NPA Priority Order Favors Theatre Equipment

WASHINGTON, Dec. 20.—The National Production Authority today gave valuable priority assistance to theatre owners and manufacturers who want to install new motion picture equipment. Under a new regulation, firms can obtain materials needed for installation of equipment in existing buildings on a priority basis, without going to NPA, so long as the amount of materials needed is less than two tons of carbon steel and 200 pounds of copper products, and no aluminum stainless steel or alloy steel is involved. Moreover, the installation job would be limited to a $1,000 cost.

Further help could be obtained under certain circumstances, but the firm would have to apply to NPA. NPA officials said this regulation could cover installing theatre TV equipment, new sound equipment or any other equipment, so long as the cost and materials limits were met.

At present, such installations could go forward under the construction order, which provides the same materials limitations, but under that order, the firm would have to get the products itself through private channels. Under the new installation procedure, it could use a government priority to get the materials.

The change came in an amendment to NPA's regulation No. 5, which governs materials for maintenance, repair and operating. This regulation all along has permitted certification for such purposes. The new angle is adding certification for installation work.

As it now shapes up, an exhibitor or manufacturer could spend up to $1,000 for any equipment under the order, classing it as a minor capital addition, another $1,000 to install it, providing the materials limitations were met, and another $1,000 a quarter on maintenance and repair work. All this could be done on a self-certifying priority basis, without going to NPA.

If one wanted to get priorities for more materials and if one MRO quota entitled him to more, he could ask NPA for further priority help. Each firm has an MRO quota of up to 10 percent of the amount of materials used on maintenance, repair and operating in 1950.

NPA officials said that where there is a conflict between the installation provisions of the MRO order and the construction order, the former would govern.

RCA TV Grows

(*Continued from page* 1)

from Massachusetts to California and from Michigan to Florida. Production and shipments on a substantial backlog of orders are being completed as rapidly as possible, Bennett added.

Theatres to which RCA theatre TV systems have been shipped since early fall, the company disclosed, include the following:

The Ritz, San Bernardino, Cal.; Byrd and Loew's State, Richmond, Va.; Loew's State and Guild, New York City; Ashland, Kansas City; Riverside and Warner, Milwaukee; Palm State and Easttown, Detroit; J. P. Harris, Loew's Penn, and Stanley, Pittsburgh; Loew's State, Cleveland; 20th Century, Buffalo; State, Baltimore; Loew's State, Boston; Uptown, Marbro, Crown, Chicago; Granada, Santa Barbara; Paramount, Hammond, Ind.; Huntington Park, Huntington Park, Cal.; Paramount, St. Paul; Capitol and Warner, Washington; Rivoli, Toledo; Carlton, Providence; Warner's Downtown, Los Angeles; Indiana, Indianapolis; Warner's Hollywood, Hollywood; Stanley, Chester, Pa.; Stanley, Camden; Carib, Miami.

Jan. 6 'Parade' Story To Promote Musicals

***Parade*, the picture magazine which is published in 36 Sunday newspapers throughout the country, will carry in its issue of Jan. 6 a profusely illustrated article "Get Ready to Sing." The article is devoted to the big motion picture musicals that are coming up in 1952.**

Korda Film Deal

(*Continued from page* 1)

more exact figures. Meadow emphasized that under no circumstances would any of the 17 pictures be shown on home television before "saturation" is reached through theatre exhibition. From other sources it was learned that the 17 films represent $11,000,000 in production costs.

'Wooden Horse' to Kick-off

Outlining some of the terms of the deal, Noel said, the kick-off Korda film would be "The Wooden Horse," on WCBS-TV in New York in February or March. Soon after that the "Horse" would lead off the series in other CBS stations throughout the nation.

To Follow Theatrical Distribution

Each picture, it was explained, would be shown on home television following its theatrical distribution. Some of the films have as yet to have their thearical release, but these release dates are being pushed so that Snader Productions could have them clear for TV distribution, it was learned.

Included in the deal are the following Korda films: "The Wooden Horse," which went into national release about Labor Day; "Man in the Dinghy," which is now in release; "The Angel With the Trumpet," which opened yesterday at New York's 68th Street Playhouse; "The Hideout"; "Bonnie Prince Charles"; "Flesh and Blood"; "The Small, Dark Room"; "The Courtneys of Curzon Street"; "Wonder Boy"; and "Interrupted Journey." The following re-issues are also included: "The Woman from Dobwyn," and "Saints and Sinners."

Services for Reddish

BALTIMORE, Dec. 20.—Funeral services for Gilbert W. Reddish, 46, who for over 30 years had been with the Frank Durkee Enterprises here, were held here this morning. Reddish was office manager at the time of his death, which was due to heart trouble. The widow and two children survive.

RKO Stresses Color in '52

RKO Pictures will, like several other major companies, stress color in its feature programs in 1952. Whereas in the period from January to July of this year the company released two color features—"Best of the Badmen" and Samuel Goldwyn's "Up in Arms"—it will release eight in color in the same period of 1952. All are said to be high-budget productions and will be done in three color processes, according to C. J. Tevlin, vice-president in charge of studio operations.

Technicolor accounts for six of the eight forthcoming films. They are: "At Swords Point," starring Cornel Wilde and Maureen O'Hara; "The Half Breed," starring Robert Young, Jack Buetel and Janis Carter; "Chuck-A-Luck," a Fidelity production starring Marlene Dietrich, Mel Ferrer and Arthur Kennedy; "The Story of Robin Hood," Walt Disney's live-action feature starring Richard Todd and Joan Rice; re-release of Disney's "Snow White and the Seven Dwarfs," and "Jet Pilot," starring John Wayne and Janet Leigh.

Ansco color is represented by "Tembo," filmed in Africa and featuring Howard Hill. Trucolor will process "Montana Belle," starring Jane Russell and George Brent.

Rose Bowl Game

(*Continued from page* 1)

the desirability of installing theatre TV in the Midwest, said that he would probably leave for home today by plane. Wolfberg explained that the many persons he had intended to see were away on Christmas holiday vacations.

A second theatre TV installation in Denver is planned by Wolfberg. He has ordered Paramount theatre TV equipment for the Paramount Theatre, which will be vacated by 20th Century-Fox's National Theatres next March and re-opened by Wolfberg in April.

Network television shows as an adjunct to motion pictures fare in Denver, Wolfberg said, would really be a hit. He said approaches to NBC so far have been favorably received and that his Denver circuit is in communication with the AFL Television Authority union in order to get its clearance. A TVA spokesman, in response to a query, confirmed that he has received Wolfberg's letter and stated that it was "under consideration."

The TVA spokesman, George Heller, executive secretary of the organization, stated however that he doubted whether TVA would give its okay. Heller stated that a provision in TVA's contract forbids network shows to appear in theatres which charge regular admission prices. When asked whether an additional compensation agreement could be worked out, Heller acknowledged it could be possible. He stated that TVA's board of directors would take up the issue "eventually."

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NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 121 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 26, 1951 TEN CENTS

Theatres Slow In Taking TV Of Rose Bowl

Non-Exclusivity Held A Reason for Reluctance

Sales resistance on the part of exhibitors to Theatre Network Television's offering of the New Year's Day Rose Bowl game at Pasadena, Cal., is indicated by slow acceptance of this first trans-Continental offering for theatre TV to date.

TNT announced that Sherrill Corwin's Orpheum Theatre, Los Angeles, will carry the event, while Harris P. Wolfberg disclosed earlier that his Broadway Theatre, Denver, Col., wants the game between Illinois and Stanford. No other theatres are known to have asked for the game up to this time.

The reasons advanced by exhibitors with TV-equipped theatres for their hesitation in signing up for the program include the following:

1.) The program will be a non-exclusive for theatre TV and experience

(*Continued on page 2*)

Snader Sells 18 Films to WLW-TV

CINCINNATI, Dec. 25. — The purchase of 18 feature films from Snader Productions by WLW-TV was announced here by Bernie Barth, assistant to the vice-president in charge of TV for the Crosley Broadcasting Corp.

Included in the deal, which is similar to the Snader-CBS-TV network contract, are 13 Sir Alexander Korda

(*Continued on page 2*)

Denver TV Station Sought by Wolfberg

Denver, Dec. 25.—The Denver Television Co. has been formed by Harris P. Wolfberg and his son John Wolfberg, president and vice-president of the Wolfberg circuit respectively, in the hope of procuring a license to operate a television station here. The Federal Communications Commission is expected to begin hearings on Denver applications in April or May.

Allied Board Meets Feb. 4; Report on TV Films Slated

Feb. 4-6 have been set for the national Allied board meeting in Washington, and an agenda for the annual gathering is currently in preparation under the supervision of Abram F. Myers, Allied board chairman and general counsel.

Expected to be given agenda priority is a report by board member Jack Kirsch, president of Allied Theatres of Illinois, on the reaction of the presidents of major distribution companies to his bid last week for "frank and straightforward" statements on the issue of films for television.

Election of Allied officers for the coming year also will be held at the board parley. Wilbur Snaper, president of Allied of New Jersey and coordinator in New York of the Allied Film Committee, is viewed as the most likely candidate to succeed Treuman T. Rembusch as president of the national exhibitor organization.

Also to be featured at the meeting are reports by various Allied committees, including the Film Committee, which is concerned with the "dollars and cents" aspects of trade practice problems. One of the most significant disclosures due to come out of the meeting is the nature of the arbitration plan Myers has been drafting. The plan will be submitted to the distributors following examination of it by the Allied board.

Robbins' 30th Year At National Screen

Christmas this year carried a special significance for Herman Robbins who observed his 30th year with National Screen Service on Monday. He joined the company on Dec. 24, 1921 in charge of sales and approximately two years later became its president. In the intervening 30 years, NSS has expanded from one office, maintained in New York, to today's 28 which cover the exchange centers of the United States.



Herman Robbins

Christmas Pay Hike For Col. Workers

Just prior to the Christmas holiday, Columbia Pictures' 325 home office "white collar" workers received retroactive pay checks totaling more than $12,500 under a new wage raise agreement between the company and IATSE Motion Picture Home Office Employes Local No. H-63.

The contract, the first "IA" pact to cover the Columbia employes, provides for a 10 per cent general wage increase and expires Aug. 31, 1953.

Russell M. Moss, H-63 executive vice-president, who reported the contract signing, said the union closed

(*Continued on page 7*)

FCC Extends Time to Oppose Intervention

WASHINGTON, Dec. 25. — Federal Communications Commissioner Walker has granted United Paramount Theatres, American Broadcasting Co. and other parties opposing the intervention in the FCC hearings of the Fanchon and Marco companies additional time in which to file statements opposing intervention of the Fanchon and Marco companies in the coming FCC hearings.

M-G-M Will Release 14 in Four Months

Fourteen pictures have been tentatively scheduled by M-G-M for release during the first four months of 1952, Charles M. Reagan, company sales executive who will become distribution vice-president at the turn of the year, has announced. Three of the 14 will be in color by Technicolor and one in Ansco color.

For purposes of comparison, the company pointed out that from Jan. 1 to May 1, 1951, 13 features, three in color by Technicolor and one partly in Technicolor, were released.

The month-by-month schedule thus

(*Continued on page 7*)

DeRochemont and Burma in Deal

WASHINGTON, Dec. 25.—The Economic Co-operation Administration has entered into a highly unusual contract with the government of Burma and Louis De Rochemont for developing a Burmese film industry.

Under the contract, it is understood, the Burmese government and ECA guarantee De Rochemont convertibility into dollars of between $200,000

(*Continued on page 7*)

MGM Invites First-Run Bids On 'Quo Vadis'

Tests to Date Show It Grossing Above 'GWTW'

Based on experience obtained to date in the test engagements of "Quo Vadis" which have been under way since mid-November, M-G-M informs exhibitors in an advertisement appearing in this issue of MOTION PICTURE DAILY that it is now ready to receive offers for first-run exhibition of the picture in cities of approximately 100,000 or more population.

Metro-Goldwyn informs exhibitors that, "except in unusual situations, better results will be obtained by a continuous performance policy" and, accordingly, it does not recommend a reserved seat policy for the picture.

The company states that it believes the soundest plan of distribution calls for openings first in the exchange cen-

(*Continued on page 7*)

Newsreel Promotion Drive Begun by Para.

The heaviest promotion campaign for newsreels ever undertaken by Paramount was launched this week with the distribution to exhibitors of a 16-page brochure entitled, "The Truth About Newsreels."

Although designed primarily to sell Paramount News, the illustrated brochure is made up to underline the importance of any newsreel in the pre-

(*Continued on page 7*)

Schine Seeks to Avoid US Action

Schine attorneys are attempting to stave off a possible government move in the courts to force divestiture of seven Schine theatres under the terms of the circuit's consent decree.

Holding up agreement on a new extension, it was reported, are a number of new government proposals which differ from the terms of the original decree. The last extension expired Dec. 17.

Personal Mention

HAYES GOETZ, M-G-M producer, has returned to the Coast from England.

•

JOAN BURIAN has left her post as secretary to GAEL SULLIVAN, Theatre Owners of America executive director. She will be married on Saturday to ROBERT FINNEGAN of Boston at St. Joseph's Church in Bronxville.

•

CECIL DICKSON, former Texas newspaper editor and for many years a Washington correspondent, has arrived in Hollywood to serve as technical adviser on M-G-M's "Mr. Congressman."

•

ARTHUR KROLICK, general manager of United Paramount Theatres in Rochester and Buffalo, and his wife, announce the birth of a baby boy born at the Children's Hospital in Buffalo.

•

CHARLES B. WELLS, JR., of the Falls City Theatre Equipment Co.'s staff has entered the annual Melrose Bowling Tournament to be held in Nashville Jan. 13.

•

ANN LAMONEAU, secretary to BARNEY PITKIN, RKO-Radio branch manager in New Haven, was married to DON BERDUCI, also of New Haven.

•

ROBERT PIROSH, director, and JACK DUNNING, film editor of M-G-M, are due here from the Coast today; they will leave for Washington tomorrow.

•

KING VIDOR was in New York from Hollywood over the holiday for conferences with JOSEPH BERNHARD, head of Bernhard Productions.

•

STEWART ENGEBRETSON, M-G-M salesman, has been transferred from the Los Angeles office to the San Francisco branch.

•

KING TRIMBLE, Paramount salesman in San Francisco, is vacationing in New Mexico, Utah and the Grand Canyon.

•

DOUGLAS SHEARER, M-G-M studio sound department head, has joined his wife in Mexico City for the holidays.

•

ANTHONY MANN, M-G-M director, will arrive here tomorrow from the Coast.

•

JAMES A. FITZPATRICK, "Travel-talks" producer, will leave the Coast Jan. 1 on a round-the-world tour.

•

SID KLEIN has been named Napa, California, district manager of Blumenfeld Theatres.

Cooper to Normandie

Georgia H. Cooper, formerly with Warner Brothers home office publicity department, has been named to handle publicity and promotions for the new Normandie Theatre, first-run showcase here, owned and operated by the Normandie Amusement Corp., headed by David Weinstock.

Slow Taking Rose Bowl TV

(*Continued from page* 1)

has shown that what's offered free to home sets is difficult to sell in theatres for an admission price; particularly if circumstances indicate that prices should be advanced to accommodate the added attraction.

2.) New Year's Day is normally a good business day for theatres and strong film attractions, booked earlier at stiff rentals, would have to be side-tracked through the early evening hours, the best box-office business period, to accommodate the Pacific Coast game.

3.) The percentage of theatre receipts to be paid for the TV program, on top of high rentals for holiday-calibre film attractions, would shave profit prospects to the vanishing point for most theatres.

A survey here of various circuits disclosed that United Paramount Theatres feels that the event loses its attractiveness to theatres as long as it is being shown on home TV—in this case NBC-TV. A spokesman for RKO Theatres said he was not aware TNT was offering the event and expressed disinterest because of the strong New Year's Day film attractions available. Loew's and Warner Brothers here said that they had not yet been offered the game by TNT and evinced only mild interest. It was felt, among circuit executives, that the event would be of chief interest in the West and Midwest, rather than in the East.

It was learned that because of the single channel available from West to East, TNT apparently secured the cooperation of NBC-TV. The network, it was understood, will allow theatres to tap its channels for the telecast. Therefore it will be the same television camera record on both home video and large-screen TV.

Milwaukee's Warner, Riverside Will Not TV Rose Bowl Game

MILWAUKEE, Dec. 25. — Warner Theatre and Standard's Riverside Theatre here will not televise the Rose Bowl game because Milwaukee's only channel station, WTMJ-TV, is scheduling the game. The management says that otherwise it would have liked to.

Los Angeles' Orpheum Theatre Preparing Exploitation of Game

HOLLYWOOD, Dec. 25.—The Orpheum, the only Los Angeles theatre equipped for big-screen television, will show the New Year's day Rose Bowl football game unless an unexpected hitch in negotiations develops. Owner Sherrill Corwin is away from the city, but the staff is proceeding with preparations for exploiting the attraction. Admission price will be $1.50, including tax.

Eastown, Michigan in Detroit Will Not Televise Coast Game

DETROIT, Dec. 25.—Neither of the two theatres here that are equipped for television will televise the Rose Bowl game.

Earl J. Hudson, president of United Detroit Theatres, said the game would not be shown at UDT's Michigan theatre. "Why should we charge for something which will be televised on a public network?", he pointed out.

Wisper and Wetsman's Eastown theatre will not televise the game, although officials declined comment on their reasons.

Rule Abbott, Costello Be Examined Here

Federal Judge Vincent Leibell has ruled that Abbott and Costello must come to New York to be examined before trial by Louis Nizer, attorney for Universal, before any officers of Universal shall be subjected to examination. The judge set Jan. 21 as the week in which Abbott and Costello must appear in New York for examination.

The action was instituted by Abbott and Costello against Universal, claiming various accountings and damages of $5,000,000.

Drake to Benagoss Ad Publicity Post

Herb Drake, former general representative for Orson Welles and drama editor of the New York *Herald Tribune*, has been appointed Eastern publicity and advertising director of Benagoss Productions for the forthcoming film, "The Green Glove," it was announced here.

William Sherman Dies

William Sherman, independent exhibitor of Bloomfield, Mo., brother of Robert Sherman, film booker here of RKO Theatres, died on Dec. 19.

Long Park Suit Examination Is Set

The examination of top officers of RKO Theatres Corp., including president Sol A. Schwartz, in connection with the Long Park dividend suit is scheduled to be held here tomorrow in New York State Supreme Court.

The Long Park Amusement Corp. brought suit for $57,500 claiming the sum represents dividends due it after 250 shares of Class B stock in Trenton-New Brunswick Theatres were sold to RKO in Sept., 1950. Long-Park is a theatre-holding corporation controlled by Walter Reade Theatres.

Local 230 Adds Two

Local No. 230 of AFL's Sign Pictorial and Display Union has added two more film offices to its jurisdiction with its selection by the employes of Loew's Theatres and Loew's International here in a National Labor Relations Board election. No other union had opposed Local 230 in the balloting.

McCaffrey Names Heide

Jack Heide, Jr. has been appointed vice-president and sales manager of Films-for-Industry, it was disclosed here by Joseph M. McCaffrey, head of the company.

Newsreel Parade

CURRENT newsreel highlights include the list of U. S. prisoners in Korea, Christmas stories, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 103—Peace in Korea. Kitty-Hawk plane celebration. Big flat-top comes home. Cardinal Spellman flies to Korea. Eskimo princess comes to town. Santa Claus.

NEWS OF THE DAY, No. 233—Red list of U. S. prisoners in Korea stirs nation. Submarine rescue. Havana sees new U. S. beach modes. School for ski instructor. Underwater children spend happy new year.

PARAMOUNT NEWS, No. 26—U. S. trains Korean officers. U. S. scientists receive Nobel Prizes. A tiny new car makes its debut. Washington opens the "Park-O-Mat." Reveal names of G. I. captives in Korea.

TELENEWS DIGEST, No. 51-B—Christmas with the "G. I.'s." Reds report Gen. Dean alive. Bethlehem where Christ was born.

UNIVERSAL NEWS, No. 519 — War prisoners revealed by Reds. News in brief: Child welfare; navy scrap. Hospital ship. New hair cuts in France. Good will.

WARNER PATHE NEWS, No. 39—Brush fire. Anthony Eden talk. Submarine rescue. New dresses. Vets make hats. Skating dog. Hawaiian water sports.

Snader in TV Deal

(*Continued from page* 1)

productions, two J. Arthur Rank films and an RKO release, the distribution rights of which are now in the hands of Snader Productions.

The Korda films are recent productions, made from 1949 to 1951, and include "The Wooden Horse," "Seven Days to Noon," "Facts of Love," "Wonder Boy" and "The Hideout." The RKO film is "Forever and A Day," which was originally released in 1943 and has been shown in other areas on home TV.

In New York, Snader Productions previously announced that all films sold to home TV will first be distributed for theatrical showing.

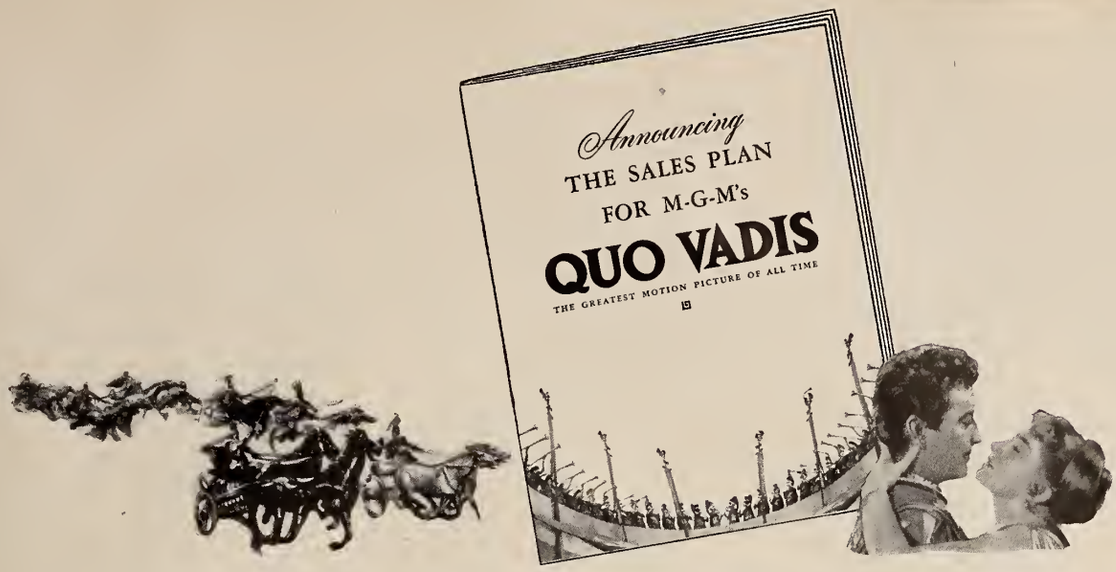
Barth announced that WLW-TV would start showing the films Feb. 1.

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Supplementing the Recent Announcement of the Sales Plan for M-G-M's Famed Screen Triumph

QUO VADIS

THE public has spoken. "QUO VADIS" has had its first contact with the paying customers and a new Giant takes its place in box-office history. In the following report, M-G-M seeks to acquaint the trade with its experience thus far, in the belief that it will be of benefit to all who will play "QUO VADIS" in the future.

The quickest way to understand "QUO VADIS" business is to compare it with "GONE WITH THE WIND." In the World Premiere engagement of "Q. V." at the Astor and Capitol Theatres in New York, it is doing 107.3% of "GWTW" which played the same theatres. After almost five weeks, the total gross receipts, excluding federal admission taxes, of the two theatres playing "Q.V." is $455,841 as against $424,734, for "GWTW" for the same length of time in the same two theatres. These gross receipts of $455,841 for "Q.V." at the Astor and Capitol are based upon admission prices as follows: at the Astor matinees (Mon. through Fri.) $1.25 and $1.80; evenings and Sunday matinees $1.80 to $2.40; Saturday matinees $1.50 to $1.80. The admission prices at the Capitol Theatre during the period of the above gross receipts were as follows: Monday to Friday 95¢ to $1.80; Saturday from $1.25 to $1.80 and Sunday from $1.50 to $1.80. "Q.V." is playing on a twice daily, reserved seat policy at the Astor and on a continuous run policy at the Capitol. All admission prices in this report include federal and local taxes.

(Continued)



In Los Angeles "Q.V." is playing at the United Artists Theatre on a continuous policy, and at the Four Star Theatre on a twice daily, reserved seat policy. Since "GWTW" did not play at the Four Star, it is only possible to make the comparison with its business at the United Artists where it did play. In this theatre with 11 days completed "Q.V." is ahead of "GWTW," doing 104.3% of the latter's business. In this period "Q.V." did $49,553 and "GWTW" did $47,527. This gross of $49,553 for "Q.V." at the United Artists Theatre is based upon a matinee admission price of 90¢ on Monday through Saturday and $1.50 for evenings and all day on Sundays and holidays.

"Q.V." is now being played in Loew theatres, in six representative cities across the country. With the completion of two full weeks of engagements "Q.V." has amassed a gross, excluding taxes, of $342,965 compared to "GWTW's" gross, excluding taxes, in the same six cities of $384,996. It is to be borne in mind that three of the cities where "Q.V." is playing are in the South and it was not expected that the gross of "GWTW" could be equalled there. However, in the three northern cities "Q.V." topped "GWTW."

We are furnishing below the detailed results in three of these situations which we believe are typical and representative of a cross-section of the country.

In Pittsburgh, "GWTW" grossed $88,720 in 22 days; "Q.V." for the same

period grossed $99,242 based upon an admission price of 90¢ for matinees (except Sunday $1.10), a night price of $1.25 and 50¢ for children at all times.

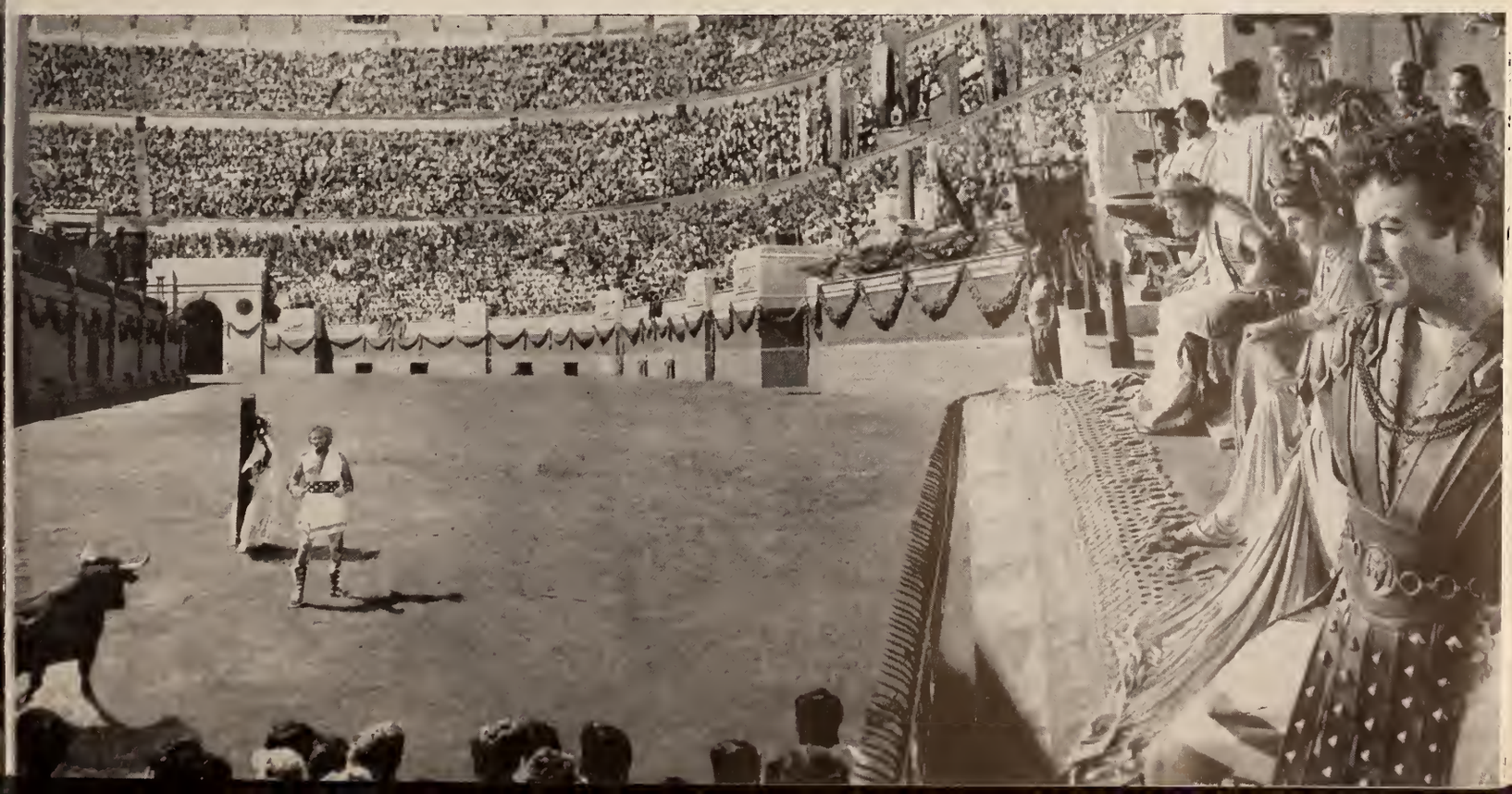
In Atlanta "GWTW" grossed $77,575 for 22 days as against $48,114 for "Q.V." with admission prices of 90¢ for matinee, $1.50 at night and 50¢ for children. It will be recalled that "GWTW" had its World Premiere in Atlanta which was the home city of Margaret Mitchell, the author of "GWTW" and the city which is the locale of the story.

In San Francisco "GWTW" grossed $100,666 in 22 days as against $102,312 for the same period for "Q.V." at the same theatre based upon a matinee price of 90¢ (except Saturday and Sunday $1.20), a night price of $1.50 and 50¢ for children there being also in this city a loge price of $1.25 for matinees and $1.80 at night.

Experience in these cities showed that the last feature can best be presented at approximately 9:00 o'clock and that because of the running time of the picture, only a newsreel is called for.

Excellent attendance results are being obtained in all six cities by the fine cooperation of the schools and churches. Many classes come in a body, frequently on school time, with attendance at "QUO VADIS" being considered a phase of class study.

(Continued)



The success of "QUO VADIS" has been thoroughly established. Its healthy challenge to the eminence of "GWTW" is significant for the industry.

We repeat the thought previously expressed that the initial engagements of "QUO VADIS" should be confined to first runs in cities of approximately 100,000 population. We believe that the soundest plan of distribution is to open this picture first in the exchange center of each area in the United States.

These engagements should provide us with experiences which will demonstrate a fair basis of merchandising this tremendous and costly production. This procedure should indicate the proper manner of distribution which we are sure will meet with the general approval of our customers. We are, therefore, not now prepared to consider additional engagements.

Theatre owners generally know best the admission prices under which this picture should be exhibited in their theatres. No exhibitor is required to furnish us with his proposed admission price. He may do so if he believes we will thereby be in a better position to evaluate his offer.

We have had sufficient experience to satisfy us that except in unusual situations, better results will be obtained by a continuous performance policy. Accordingly, we do not recommend a reserved seat policy.

We are now ready to receive offers for the first run exhibition of "QUO VADIS" in situations within the approximate category mentioned above. Any exhibitor having a suitable theatre who is interested in exhibiting the picture in any of those situations should notify our nearest exchange of that interest within seven days after the publication date of this announcement.

His request will receive immediate consideration and the proper form will be forwarded to him on which to make his offer.

LOEW'S INC.



National Pre-Selling

THE January *Woman's Home Companion*, on the stands next week, will contain the usual layout of Hollywood reviews by Phil Hartung, illustrated with stills from each film. Also, the issue will carry a typical fan-magazine piece, of interest to the ladies: "How the Stars Stick to Their Diets," with a double-truck of pictures to prove the point. *Parade*, the Sunday newspaper picture magazine section, will carry a profusely illustrated article in its Jan. 6 issue in 36 cities, entitled "Get Ready To Sing" and devoted to the new crop of big motion picture musicals coming up in 1952. Ebony magazine, in its January issue, will salute 20th Century-Fox with a six-page section devoted to "Lydia Bailey" which the magazine hails as the first major Hollywood film to glorify Negro history.

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***Country Gentleman* for January will announce for the third consecutive year that June Allyson has won its poll as the most popular motion picture star with its rural readership. Runners-up include Doris Day in second place, Susan Hayward in third place. Bing Crosby was the favorite male star, with John Wayne and Gregory Pack to place and show. The poll also lists the 10 most popular films, in order of preference, as "Show Boat," "Great Caruso," "David and Bathsheba," "Samson and Delilah," "Here Comes the Groom," "A Place in the Sun," "On Moonlight Bay," "Lullaby of Broadway," "That's My Boy," and "Father's Little Dividend."**

•

A three-page spread on "Decision Before Dawn" in the Dec. 17 issue of *Life* brought to five the number of national magazine breaks awarded this 20th Century-Fox drama of espionage. Coverage to date has included *Look* magazine, in November; *Cosmopolitan* in November; *American* magazine for December, and a rarely-bestowed honor, both the cover and editorial space in the Dec. 29 issue of *Saturday Review of Literature*. The picture opened on Friday at the Rivoli Theatre on Broadway, and will be followed by 26 key-city openings early in January.

•

The largest budget in 15 years has been set up to exploit the 11 songs in Bing Crosby's forthcoming Paramount picture, "Famous," according to executives of Famous Music Corp. The decision was reached after hearing the entire score in Hollywood and translating their enthusiasm into practical terms. Tunes were written by Leo Robbin and Harry Warren.

•

An intensive pre-selling campaign for Paramount's "Hong Kong" has been launched with the departure of A. C. Lyles, Pine and Thomas special press representative, on a 25-city tour, contacting press and radio sources. Lyles' itinerary includes San Francisco, Portland, Seattle, Salt Lake City, Denver, Omaha, Minneapolis, Chicago, Kansas City, Los Angeles, Dallas, Oklahoma City, Memphis, St. Louis, Indianapolis, Cincinnati, Columbus, Detroit, Cleveland, Pittsburgh, Buffalo, Boston, Philadelphia, Washington and Atlanta.

WALTER BROOKS

Review

"The African Queen"

(Horizon-United Artists)

JOHN HUSTON has fashioned an adventure drama that is rich in character development and imaginative in narrative incident. "The African Queen" is based on C. S. Forester's novel of the same name, the locale of which is laid in Africa during World War I. For the sake of background authenticity, Huston abandoned the comfort of the London studios and ventured in the heart of Africa with crew and cast.

The picture has many strong commercial points, one of the most striking of which is the happy coupling of Humphrey Bogart and Katharine Hepburn in the leads. The color by Technicolor captures with handsome effect the exotic sights of the "Dark Continent." Despite a slightly sluggish beginning the picture blossoms excitingly and on the whole should be warmly welcomed by the ticket-buying public.

There is something very lean and functional about the screenplay by James Agee and Huston. The first glimpse catches British missionary Robert Morley and his sister, Miss Hepburn, ministering to the spiritual need of the natives. The entrance on the scene of Bogart, skipper of the 30-foot river boat from which the picture draws its title, discloses that he is a man of little polish.

As the story gets underway the Germans put the torch to the native village and inflict a beating on Morley that causes his death. Seeking safety from the Germans, Bogart and Miss Hepburn take to the river on *The African Queen*. Presently Miss Hepburn hits upon a wild plan to use the *Queen* to destroy a German gunboat that commands the sole invasion route open to the British forces. The scheme is fantastically daring, since there is not only the uncharted, rapid-strewn river to contend with, but also a German fort, before one can even approach the gunboat. Against Bogart's best reasoning and objections, Miss Hepburn wins her point.

Under the long, adventurous voyage each gradually changes the personality of the other—Miss Hepburn becoming emotionally liberated and Bogart spiritually advanced. There are some delicious bits of humor and subtlety to this process of transformation.

The ending sees the gunboat blown up but not quiet as planned. Also not quite as planned is the marriage of Bogart and Miss Hepburn.

The highly proficient acting of the three principals add tang to the proceedings.

An Horizon Pictures presentation, it was produced by S. P. Eagle. Running time, 106 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Newsreel Promotion

(*Continued from page* 1)

sentation of a balanced film program.

Prepared under the direction of Oscar A. Morgan, general sales manager of short subjects and Paramount News, the copy points out that 83 per cent of the movie-going public prefers to attend theatres that show newsreels, according to a recent survey.

The brochure hits the theory that television has made the newsreel obsolete by noting that not only are there millions of homes without TV but that the new medium cannot possibly approach the technical excellence and world-wide coverage given by the newsreel.

DeRochemont Deal

(*Continued from page* 1)

and $250,000 of earnings on a number of films the producer is to make in Burma. Making the films has a two-fold purpose: the films themselves, which will be shown commercially; and giving the Burmese training in film production.

The project is viewed more as part of the U. S. program for extending technical assistance to under-developed countries than as part of an information media guaranty program.

Stage Policy for Holidays

BALTIMORE, Dec. 25.—The Hippodrome here, owned by I. M. Rappaport, plans to return to its former stage-show policy for the week starting Thursday. Eight acts will be presented in connection with a feature picture, as a special holiday attraction.

M-G-M Will Release

(*Continued from page* 1)

far set for the new year is as follows:

January—"It's a Big Country," "Westward the Women," and "Pandora and the Flying Dutchman" (Technicolor).

February—"The Sellout," "Invitation," "Shadow in the Sky" and "Lone Star."

March—"The Belle of New York" (Technicolor), "Just This Once," "The Wild North" (Ansco).

April—"Love Is Better Than Ever," "Singin' in the Rain" (Technicolor), "Talk About a Stranger" and "When in Rome."

Col. Pay Hike

(*Continued from page* 1)

two additional agreements which gave raises and retroactive pay checks to the 100 "white collar" workers at Warner Brothers' Music Publishing Holding Co., and the 75 similar employes at Robbins-Miller-Feist Music Corp., which is owned by Loew's and 20th Century-Fox. Retroactivity under the two pacts was to last Sept. 1.

Begin Demolition of Detroit's Downtown

DETROIT, Dec. 25.—Detroit's Downtown Theatre today was being torn down by wrecking crews. The American Hotel Corp. announced the demolition was being undertaken because it could no longer economically operate the theatre. The building site will be turned into a parking lot by spring, the firm's president, Benjamin Wagner, said.

'Vadis' Bids

(*Continued from page* 1)

ter of each area in the U. S. Exhibitors with suitable theatres interested in exhibiting "Quo Vadis" are invited to notify the nearest M-G-M exchange within the next seven days.

M-G-M's advertisement states: "Theatre owners generally know best the admission prices under which this picture should be exhibited in their theatres. No exhibitor is required to furnish us with his proposed admission price. He may do so if he believes we will thereby be in a better position to evaluate his offer."

With the forthcoming additional "Quo Vadis" engagements in exchange centers of approximately 100,000 or more population, M-G-M expresses the belief it will then have "experiences which will demonstrate a fair basis of merchandising this tremendous and costly production. This procedure," the company states, "should indicate the proper manner of distribution which we are sure will meet with the general approval of our customers. We are, therefore, not now prepared to consider additional engagements."

The company's report on experience with the picture reveals that it has done 107.3 per cent of "Gone With the Wind" business for the same period at the Astor and Capitol, New York, where in just short of five weeks (the picture is now completing its seventh week at both theatres) it grossed $455,841, exclusive of taxes, against $424,734 for "GWTW." Similar results are reported for Los Angeles, Pittsburgh and San Francisco, but in Atlanta and some other Southern situations "GWTW" ran slightly ahead of "Quo Vadis" for expected reasons.

Alliance Buys New House

CHICAGO, Dec. 25.—The State Theater in Terre Haute, Ind., has been purchased by Alliance Theatres, giving the circuit a total of six first-run houses in Terre Haute.



More profit with LIPPERT!

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COPY! LAYOUT! ART WORK! ANIMATION! FAST SERVICE! SHOWMANSHIP!
SEND YOUR ORDER TO
CHICAGO, 1327 S. Wabash - NEW YORK, 630 Ninth Av.

FWC Gross Is 14% Below '50

HOLLYWOOD, Dec. 25. — President Charles Skouras told Fox West Coast executives, theatre managers and staffs, at the annual holiday dinner meeting here, that 1951 attendance is 17 per cent below 1950, while FWC gross business is off 14 per cent, and net for the entire National Theatres circuit is down nine per cent. The decline would have been more marked were it not for efficient operation and the economies practiced, Skouras said, naming home-television among the chief causes for diminished attendance and declaring that Eidophor big-screen television will play a big part in restoring attendance levels to FWC houses.

Checks Presented

Checks totalling $14,000, representing advances against money earned in the circuit's annual fall drive, insurance refunds and shares in merchandise income, were distributed at the meeting by George Bowser, FWC general manager. A similar distribution of $51,000 has been made in San Francisco to Northern California personnel. Skouras was presented a check for $25,000 representing money collected by theatre managers for Saint Sophia Cathedral fund which he is administering.

Review

"Storm Over Tibet"

(Columbia)

A SINGULARLY good job of blending footage filmed in the Himalayan Mountains of Tibet some 15 years ago with scenes and sequences directed in Hollywood recently by Andrew Marton has resulted in a continuously absorbing and frequently exciting picture about an American aviator's trying experience with Buddhist superstition.

The gripping scenes of the gaunt and majestic snow-clad Himalayas showing a band of men struggling against the challenging heights were filmed in the Karakoram region of these mountains at altitudes ranging up to 24,000 feet during the exploration of the International Himalaya expedition under the leadership of Professor G. O. Dyhrenfurth of Switzerland. The exploitation angles here should be obvious to exhibitors.

The screenplay, by Ivan Tors and Sam Meyer, is not a little far-fetched in its conception that the aviator, a typical American, would succumb to the superstition of a legend that a fierce demon guards the "sacred peak of Amne Mandu." Rex Reason in the flyer role becomes convinced that because he violated a property in a Tibetan temple this caused the plane of his friend and fellow flyer, Myron Healey, to death-crash on the peak. Reason later returns to the U. S. and marries his friend's widow, Diana Douglas, but is so overcome by feelings of guilt that he decides to return with his bride to Tibet to determine if the gods had not meant that he instead of his friend should have perished on the mountain. Joining a scientific expedition they climb the mountain to find the plane wreckage. Of the few men who make the ultimate assault on the peak, only Reason returns alive. This and the philosophic observations of a kindly Buddhist lama serve to rid him of his guilt feelings. A goodly measure of conviction is lent to this story by the competent performances of the cast, which also includes Robert Karnes, Strother Martin, Harold Fong, Harald Dyrenforth, Jarmila Marton, William Schallert, John Dodsworth and M. Concepcion. This is a Summit Production.

Running time, 87 minutes. General audience classification. For January release.

CHARLES L. FRANKE

Sees Growth in Sophistication

HOLLYWOOD, Dec. 25.—Sections of the North, South and Midwest "can no longer be considered rural areas as far as entertainment is concerned," stated Albert Lewin following his return here from a three-week tour promoting M-G-M's "Pandora and the Flying Dutchman."

"Mass population shifts, more convenient air and auto travel, touring concert orchestras, ballet and stock companies, plus improved films have made the so-called small town territories as sophisticated in choice of entertainment as major metropolitan centers," Lewin reported.

Films in particular such as "The Great Caruso," "Hamlet," "Cyrano de Bergerac" and "An American in Paris" are important factors in making residents of the average town as culture-conscious as those in New York or San Francisco, the producer observed.

"Heavy industry growth, improved farm incomes and increased power supply on a national scope have brought the best in entertainment within pocketbook range of individuals of all levels except in isolated hamlets," Lewin held. He bases his facts on his extensive recent COMPO tours in addition to his latest tour.



NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 122 NEW YORK, U. S. A., THURSDAY, DECEMBER 27, 1951 TEN CENTS

Industry in United Front On FCC Bid

20th-Fox, Para. Requests Fail to Alter Harmony

Contrary to recent developments in Washington, concerning what appeared to be two approaches to the Federal Communications Commission on the allocation of TV frequencies to the film industry, harmony prevails among all segments on the forthcoming FCC bid.

According to a source cooperating closely with various committees now at work putting the industry's application in shape, there never has been such a unified approach to a common problem.

Although 20th Century-Fox petitioned the FCC to broaden its Feb. 25 hearings to include the consideration of the possible use of industrial frequencies, 20th-Fox, like Para-

(*Continued on page 8*)

Brazilian Quota Law in Effect

WASHINGTON, Dec. 26.—The new Brazilian quota film decree was outlined here today by Commerce Department film chief Nathan D. Golden.

Article No. 1 of the decree, which went into effect on Nov. 17, provides that all theatres must show at least one domestic film for each eight foreign films. Rentals must be made for the same run as for foreign films, and will include Saturdays and Sun-

(*Continued on page 6*)

Milgram Case to High Court Next

Attorneys for major distributors are proceeding with plans for an application to the U. S. Supreme Court for a writ of certiorari following the denial last week by the U. S. Circuit Court of Appeals at Philadelphia of their petition for a rehearing of the case won by David E. Milgram's Boulevard Drive-in at Allentown, Pa.

Both the District and the Circuit courts upheld the Boulevard's contention that it had been denied first-run product as a result of a conspiracy among distributor defendants.

Holidays Usher in Excellent Business At N. Y. First-runs

Broadway business has rebounded with the advent of Christmas as first-run theatres report robust grosses being registered by the many new films which bowed in for the holidays.

Most theatres, including the Music Hall, Globe, Paramount and Roxy, are opening earlier for the brisk holiday trade and some theatres, such as the Globe, hiked their regular admission price. First-run houses charged holiday prices for Christmas and will follow a similar practice New Year's Eve and New Year's Day.

Despite the flurry of snow, sleet and rain the night of Dec. 25 first-run grosses boomed forward from pre-Christmas lulls. A big $40,000 is expected to be racked up for the first week of "Death of a Salesman" at the Victoria, while at the Criterion, an

(*Continued on page 11*)

Warns of Cuts in Theatre Equipment

WASHINGTON, Dec. 26.—Theatre construction and the manufacture of motion picture equipment during 1952 will have to be cut "somewhat" below 1951 levels, National Production Authority film chief Nathan D. Golden warned today.

In a statement evaluating the materials outlook for next year, Golden

(*Continued on page 11*)

Ned Depinet Is Reelected

Ned E. Depinet was reelected president of RKO Pictures Corp. by the firm's board of directors, which also reelected all officers of the corporation with the exception of assistant treasurer Walter V. Derham, who was retired because of ill health.



Ned Depinet

Reelected as officers of the corporation were: Noah Dietrich, chairman of the board; J. Miller Walker, vice-president, secretary, and general counsel; William H. Clark, treasurer; Garrett

(*Continued on page 11*)

Lapidus Presiding At Warner Meet

Jules Lapidus, Warner's Eastern and Canadian division sales manager, will open a two-day meeting of the company's Eastern, Mid-Atlantic and Central district and branch managers in Philadelphia today.

Attending will be Norman J. Ayers, Eastern district manager and branch managers R. S. Smith, Albany;

(*Continued on page 6*)

Film Delivery Strike Jan. 1 Expected Here

Carriers and AFL Union Negotiations Deadlocked

A strike of deliverymen employed by the 14 film carrier companies which service virtually all theatres in the Metropolitan New York area and outlying districts yesterday was threatened for Jan. 1.

This was reported by Ira Meinhardt, attorney for the carriers. He said a final effort currently is being made to break a deadlock in negotiations with the AFL Teamsters Local No. 817 to which all driver and driver-helpers operating out of the Film Center Building here belong. Prior to a meeting late last night with union representatives, Meinhardt expressed doubt that a settlement would be reached in time to avert a walkout on Jan. 1. He added, however, that the carriers' immediate aim was to seek

(*Continued on page 6*)

Harvey Reelected Head of N. Cal. ITO

SAN FRANCISCO, Dec. 26.—At the annual meeting of the Independent Theatre Owners of Northern California and Nevada, the following officers were elected for 1952: Rotus Harvey (Westland Theatres), president; Homer Tegtmeier (B. F. Shearer Co.), vice-president, and Ben Levin (General Theatrical Co.), treasurer. Tegtmeier was also named the

(*Continued on page 11*)

Industry Aid Sought for Civil Defense, Recruiting

Motion picture theatre owners have been requested to go to the aid of the government's civil defense and WAC recruiting programs.

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, wrote yesterday to 100 exhibitors in 68 cities urging them to cooperate with the Civil Defense Administration in the staging and promotion of civil defense exhibits in their communities.

The exhibits will be put on by three motorized Civil Defense convoys which will tour the country beginning in February. The exhibits, which will be set up in armories or other local community centers, will illustrate the destruction by bombing and will show how to avert chaos after a bombing attack.

Mayer's letter said that is is proposed that prior to the arrival of the convoys in his city, the Mayor will ask one or more outstanding local exhibitors to serve on a committee of

(*Continued on page 11*)

MPTA of Ontario Reelects Mandell

TORONTO, Dec. 26.—Officers of the Motion Picture Theatres Association of Ontario will continue without change in 1952, it has been decided by the board of directors, as follows: President, Harry S. Mandell, Toronto; vice-president, J. D. McCulloch, Petrolia; secretary-treasurer, Lou Rosefield, Hamilton; executive secretary, Arch H. Jolley.

Morris Stein is chairman of the budget and finance committee and Harland Rankin is membership chairman.

Lippert Convention In Chicago Today

Chicago, Dec. 26. — Producers Anthony Hinds, Paul Heinreid and Hall Bartlett, responsible for three features headlining the new season's Lippert releases, will address the Lippert Pictures sales convention at the Blackstone Hotel, Chicago, on Friday morning. The convention will run from tomorrow through Saturday, closing with a banquet at which president Robert T. Lippert will announce winners of the third annual sales drive. General sales manager Arthur Greenblatt will preside over the business sessions.

Hail PCCITO Bid for Meet On Arbitration

Two of the three independent exhibitor organizations with headquarters in New York yesterday reacted with immediate favor toward the urging of H. V. (Rotus) Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, that an exhibitor organizations congress be held here in February to discuss the setting up of an industry arbitration system.

Favorable Reactions

The favorable reactions were expressed by spokesmen for the Theatre Owners of America and the Independent Theatre Owners Association of New York. Spokesmen for the third organization, Metropolitan Motion Picture Theatres Association, indicated comment could be expected in a day or two. Efforts to reach Abram F. Myers, Allied States board chairman and general counsel, in Washington for comment were unsuccessful.

Levy 'Pleased'

Herman M. Levy, TOA general counsel, said he was "pleased" with Harvey's suggestion that the congress be convened just before or just after the Feb. 14-15 meeting in New York of the executive board of the Council of Motion Picture Organizations.

Said Levy: "TOA and its predecessors have always been willing to sit down with the various segments of the industry to try to evolve an industry system of arbitration. TOA is still willing to do that. Personally, it has always been my feeling—and I feel it more keenly today than ever before—that men who approach such a conference in a spirit of compromise and sincerity will be able to remove all road blocks that stand in the way of consummation of such a plan."

In the absenee of Harry Brandt, ITOA president, who will not return to New York from Florida until after Jan. 1, another offieial spokesman for that organization said Harvey's reeommendation "parallels to a 'T'" the ITOA's attitude. "Any constructive step for the formation of an arbitration system," he said, "will be backed by the ITOA, which agrees that the time for action is now—there has been enough talk."

Harvey had asserted that "TOA wants arbitration, Allied wants arbitration, PCCITO wants arbitration, the distributors want arbitration." He continued: "Now, as long as everyone wants arbitration, let's forget organizational jealousy and proceed in an orderly manner to get what our industry needs. Let's call an exhibitor organizations congress to meet and discuss arbitration. Let us agree on a single plan to submit to the distributors. COMPO is planning a meeting in February. Why not hold this congress just before or after the COMPO meeting? At the COMPO meeting there will be in attendance Allied, TOA, ITOA, MMPTA and PCCITO."

The Allied board at a meeting slated for Feb. 4-6 in Washington will discuss an arbitration system plan which Myers has been preparing for submission to the distributors.

In his statement, Harvey deplored the taking of "separate roads" by exhibitor organizations toward arbitration. "As an organization man I say, why care for credit if the industry as a whole profits. It appears that the attorneys are running distribution with the result more lawsuits are being filed every day. It is a known fact that there are enough suits filed in the courts right now to bankrupt the industry."

Personal Mention

F. W. ALLPORT, British managing director for the Motion Picture Association of America, has arrived here from London for a month's visit.

•

ARTHUR WEINSTOCK of United Artists art department and his wife announce the birth of a baby girl, LYNN ELLEN, their second child, at St. Elizabeth's Hospital, Elizabeth, N. J.

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WILLIAM M. LEVY, assistant to MAX THORPE, British managing director for Columbia Pictures, has arrived here from London for a vacation.

•

LEW WASSERMAN, Music Corporation of America executive, has returned to Hollywood from New York. He is due back here after Jan. 1.

•

R. M. SAVINI, president of Astor Pictures Corp. returned here from the Coast last week to spend the holidays with his family.

•

TED PECKHAM, Southern sales representative for Snader Productions, is here from the South.

ARTHUR M. LOEW, president of Loew's International, is due back today from a month's tour of Australia, New Zealand, Japan and other Far Eastern countries.

•

CHARLES STANLEY WOLF, son of EDWARD H. WOLF, Chicago theatre equipment dealer, and ENID LEE GAYNES are honeymooning in Mexico, where they will spend a month following their marriage last Sunday at Chicago's Blackstone Hotel.

•

BERT KULICK, president of Bell Pictures, left here for Los Angeles yesterday.

•

ERIC A. JOHNSTON, president of the Motion Picture Association of America, is due to return to Washington today or tomorrow from Spokane.

•

MAX WEINBERG, M-G-M's Eastern short subjects representative, returned here from the Coast yesterday.

•

BEN GOETZ, head of M-G-M British production, is due to arrive here Monday from London.

Need Arbitration Soon, Lamont Says

ALBANY, N. Y., Dec. 26.—"Exhibitors can be thankful Theatre Owners of America is active in the campaign to establish arbitration, because without it, we exhibitors will all go broke." Harry Lamont, temporary chairman of Albany TOA, said today.

He commented: "Exhibitors must have arbitration soon, if they are to survive. The first step in getting arbitration working is to have TOA grievance panels function effectively. As Gael Sullivan, executive director, told us, they are the 'forerunner' of arbitration. Grievance panels will produce results if individual exhibitors believe so, and make use of them. The panel machinery in this area will mesh if the base of membership is sufficiently broad and exhibitors come to it promptly with trade practice complaints. I believe increased prices should be within its province."

The three-man panel named Dec. 17 may be expanded to include representation from the Western district, after a postponed meeting is held at Watertown in January, he declared.

Mid-South Allied Checks Distributors

MEMPHIS, Dec. 26.—Allied ITO of the Mid-South is circulating a questionnaire among its members to determine which, if any, of the major distributors are engaging in sales practices regarded as objectionable by the organization.

Exhibitors are asked to identify the company or companies which are demanding percentage deals now if they have heretofore been selling flat, which are increasing their terms for either flat rentals or percentage deals, which are refusing to make "reasonable adjustments," are forcing pictures, pricing pictures according to groups of films offered, insisting on advanced admission prices, requiring competitive bidding, and making pictures available tardily because of "illegal clearance."

Blumberg, Bergman Out of Hospitals

Nate J. Blumberg, Universal president, is recuperating at his residence here following three weeks of observation and treatment in Doctors Hospital. He is expected back at his office next week.

Maurice J. Bergman, assistant to Blumberg, also is recuperating at his home following treatment at New York Hospital for an infection. He is not expected to return to his office for several weeks.

'Big Picture' Bow

A special press preview showing of "The Big Picture," a front-line report of the Korean war, filmed by the U. S. Army Signal Corps, will be held here today. Col. Edward M. Kirby, chief of public information, radio and TV branch department of the Army, said the film will be given its first exclusive TV showing over WCBS-TV on Sunday.

Newsreel Parade

NEWS reviews of 1951 *as well as sports reviews for the year highlight the current newsreels. Other items include world news events, fashions and sports. Complete contents follow:*

MOVIETONE NEWS, No. 104—Review for 1951. War in Korea, headline events, disasters and American beauties.

NEWS OF THE DAY, No. 234—Bill Stern sport review for 1951.

PARAMOUNT NEWS, No. 37—Review of sport events in 1951.

TELENEWS DIGEST, No. 52-A—Korea report. Arab refugees. Protest truce talk. Voice of America. Alaska report. Sports.

UNIVERSAL NEWS, No. 520—Highlights of 1951: disasters. Near East crisis, arms race, probes, politics.

WARNER PATHE NEWS, No. 39—Brush fire. Anthony Eden talk. Submarine rescue. Dresses. "Vets" make hats. Skating dog. Hawaiian water sport.

Harry Marcus, 45, Republic Executive

Harry Marcus, executive of Republic Pictures International Corp., died yesterday at Kingsbridge Veterans Hospital, Bronx, New York, following a long illness. He was 45 years of age.

Marcus had been associated with various of the Herbert J. Yates enterprises for the past 20 years. He began his career at Consolidated Film Industries, and was manager of the domestic service department prior to joining the Army. Upon his return, he became affiliated with Republic International. Republic executives and home office personnel are attending the funeral services today at Hirsch Chapel, Bronx, at two o'clock.

Cincinnati Services For Fred M. Strief

CINCINNATI, Dec. 26. — Services were held here today for Frederick M. Strief, native Cincinnatian, who died at his home in Miami, Florida, late last week. He was prominently identified with local independent theatre organizations, and also managed various suburban theatres here several years ago.

Samuel Sternberg, 61, Toronto Exhibitor

TORONTO, Dec. 26.—Samuel Sternberg, for many years a home office executive of Bloom and Fine Theatres, a subsidiary of Famous Players, died here last week at the age of 61. A pioneer of the Canadian industry, he started with Allen Theatres at Calgary 40 years ago. The widow survives.

H. Wasserman's Mother

BOSTON, Dec. 26.—Funeral services were held this morning for Rebecca Wasserman, mother of Harry I. Wasserman, district manager for American Theatres of Boston at the Levine Chapel in Brookline. Besides Harry Wasserman, she leaves another son and three daughters.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; Terry Ramsaye. Consulting Editor. Published daily, except Saturdays. Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefeller Center, New York 20. N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann. Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan. Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P Cunningham, News Editor; Herbert V. Fecke. Advertising Manager; Gus H. Fausel. Production Manager. Hollywood Bureau. Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau. 120 South LaSalle Street, Urben Farley, Advertising Representative. FI 6-3074; Bruce Trinz, Editorial Representative. 11 North Clark Street. FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau. 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



BOOM!
BOOM!
BOOM!

EVERYWHERE!

DISTANT DRUMS

First Story Filmed in Florida's Everglades Jungle.
color by TECHNICOLOR

STARRING

GARY COOPER

WITH

MARI ALDON as the captive beauty

AND

RICHARD WEBB

SCREEN PLAY BY NIVEN BUSCH AND MARTIN RACKIN

PRODUCED BY MILTON SPERLING DIRECTED BY RAOUL WALSH MUSIC BY MAX STEINER

A UNITED STATES PICTURES PRODUCTION PRESENTED BY WARNER BROS.

PARAMOUNT – EXHIB
ON A PLATFORM OF '

IF IT'S A PARAMOUNT PICTURE

1952
is the year in which it will set the industry's greatest grosses.

November, 1952, will tell who's to be the nation's leader but even at year's start, the boxoffice leader is clear. '*Big*' pictures

World Pre-Release Engagement
at Radio City Music Hall

Cecil B. DeMille's
THE GREATEST SHOW ON EARTH

Color by **Technicolor**



starring BETTY **HUTTON**



CORNEL **WILDE**



CHARLTON **HESTON**



DOROTHY **LAMOUR**



GLORIA **GRAHAME**

with
HENRY WILCOXON
LYLE BETTGER
LAWRENCE TIERNEY
EMMETT KELLY
CUCCIOLA
ANTOINETTE CONCELLO



and JAMES **STEWART**

ITORS' CHOICE IN '52 BIG" PICTURES ONLY!

. IT'S THE BEST SHOW IN TOWN

only is not a campaign promise but an accomplished fact as these tremendous attractions already indicate the profits Paramount means to you all thru '52.

1952 rings in with its New Year's Eve midnite pre views across the nation.

DEAN **MARTIN** and JERRY **LEWIS** IN HAL WALLIS' PRODUCTION





SAILOR BEWARE

1952 headlines begin with the news of its 400 big holiday engagements.

BOB **HOPE**



HEDY **LAMARR**



in

MY FAVORITE SPY

1952 continues its smash box office performance and its terrific acclaim.

KIRK **DOUGLAS**
ELEANOR **PARKER**
WILLIAM **BENDIX**

in WILLIAM WYLER'S
PRODUCTION OF SIDNEY KINGSLEY'S

Detective Story

FROM THE SMASH STAGE SUCCESS!

NEWS in Brief . . .

ATLANTA, Dec. 26.—At the local Variety Club's annual installation dinner and dance, officers installed for 1952 were: John Fulton, reelected to a second term, chief barker; A. B. Padgett, first assistant chief barker; H. T. Spears, second chief barker; M. A. Barre, dough boy; Willis Davis, property master.

Installed on the board of directors were: Emery Austin, Leonard Allen, T. H. Eubanks, Paul Wilson, R. B. Wilby and Roy Martin, Jr. Fred C. Coleman and E. E. Whitaker were named delegates to the International Variety convention, with J. B. Dumestre, Jr., and Wilby as alternates. Guy C. Brown, immediate past chief barker, was named international canvasman. Col. William C. McCraw, of Dallas, executive director of Variety International, installed the officers.

•

HARTFORD, Dec. 26. — Henry L. Needles, recently-resigned Hartford district manager of Warner Brothers Theatres, now managing director of this city's new first-run foreign film house, the 700-seat Art, has pushed back opening night for the Art from today till tomorrow.

•

DALLAS, Dec. 26. — Interstate's downtown Tower Theatre here, closed since March 15 when construction began on the new 22-story Corrigan Tower over it, reopened yesterday, completely re-decorated.

•

CHICAGO, Dec. 26. — Eight more theatres in this exchange area closed recently. They include the Coliseum Galesburg, which was operating only weekends; the Prospect, Mount Prospect; Larose, Roseville Center; Bensenville Coliseum, Anawan; and three in Chicago, the Rex, Eagle and Norwal.

•

BOSTON, Dec. 26.—The new $1,500,000 Jimmy (Cancer) Fund Building in Boston which is to be occupied by what is said to be the first institution in the world devoted entirely to research on the cause and cure of cancer in children, will be officially open on Jan. 5, 6, and 7, Martin J. Mullin, president of the Children's Cancer Research Foundation announced today. The fund for the construction of the building was raised by the annual Jimmy Fund drives to which practically every one in the New England industry contributed.

Formal dedication ceremonies will be held in the new auditorium of the building Monday afternoon, Jan. 7 with a citation banquet to be held at the Hotel Statler in the evening. The structure is a five-story building. The fund drives are the joint efforts of the Variety Club of New England and the Boston Braves.

•

HOLLYWOOD, Dec. 26.—A branch office in Detroit, headed by Richard Bonds, veteran sales executive, is being established by Jerry Fairbanks Productions, the producer announced here.

First of a number of new offices planned by the producer under the video film firm's plans to create a large national sales organization, the Detroit branch will be formally opened next week. Additional branches in key cities will be established during a current nationwide tour by Ralph Cattell, vice-president.

Reviews

"Another Man's Poison"

(Fairbanks-Angel-United Artists)

BETTE DAVIS, an outstanding actress, ranges the full gamut of emotions in "Another Man's Poison." The story casts her in one of those meaty roles in which she schemes diabolically for love, commits murder, and finally winds up a victim of her own machinations. Co-starring with the actress is her real-life husband Gary Merrill, who also turns in a performance of notable craft. The story moves along at a steady, often turbulent clip, and is engrossing throughout, although some of the minor characters are types rather than real individuals. Made in England by Douglas Fairbanks, Jr., and Daniel M. Angel, the picture exhibits some fresh and exciting locales. Considering the cast and unusual story, the picture can be adroitly exploited. It should be warmly received.

Miss Davis plays a British mystery writer who is a success in her career and a failure in her marriage. She does away with her blackmailing husband and then enlists the aid of Merrill in disposing of the body. Merrill, a fugitive from the law, decides forcefully to assume the role of Miss Davis' husband. Thus sparks fly. Lending further complexity to the story is the fact that Miss Davis is in love with her secretary's fiance, Anthony Steel, young and dashing, and a challenge to her fading charms. Therefore, in addition to melodramatic aspects, the screenplay, by Val Guest, presents a series of romantic cross currents and conflicts. As the story culminates, Miss Davis loses Steel to her secretary, Barbara Murray. A scheme to have the pestiferous Merrill killed in a ride in a defective automobile doesn't succeed, whereupon she cleverly proposes a toast which he drinks with poisoned liquor.

As a snooping neighbor and amateur sleuth Emlyn Williams informs Miss Davis that the noose is tightening around her neck. She promptly faints and in an effort to revive here, he gives her the poisoned brew. Thus evil begets evil. Irving Rapper directed. Running time, 87 minutes. Adult audience classification. Release date, Jan. 16.

MANDEL HERBSTMAN

"A Girl in Every Port"

(RKO Pictures) *Hollywood, Dec. 26*

AUDIENCES who would be attracted by the billing of Groucho Marx, Marie Wilson and William Bendix can be expected to go more heartily for the brand of comedy these and other players dispense here than the unnotified preview audience at the Hollywood Pantages did, and even that audience, attracted by a heavy melodrama, worked up quite a jovial mood before the screening was over. The comedy, mis-titled in the sense that only one girl and one port are concerned, and that the thing is really a story about race horses and racing, is not the best material that either of the three stars has had to work with, but neither is it the worst, and it has such billable names as Gene Lockhart and Don DeFore in the supporting cast. As an attraction it figures to break no box-office records, of either kind, and it does come to market at a time when comedy seems to be leading the field of product.

The completely un-serious script by Chester Erskine presents Marx and Bendix as a pair of sailors expert in various forms of confidence games and Miss Wilson as a car-hop who owns the sound and speedy twin of a broken-down race horse purchased, from another confidence man, by Bendix. Marx and Bendix lay competitive siege to Miss Wilson's heart while fenagling a masquerading of the good horse as the bad one in a race that gets everybody financially well. There are further complications which get too snarled for reasonable synopsization and are strictly for laughs anyway.

Groucho's lines are a little less sparkling than is par for his talent, but Miss Wilson's have never been more effectively utilized. Bendix is severely subordinated to the others, as are Lockhart and DeFore. The best sequence is the final horse race in which both of the twin horses go to the post and the race caller goes crazy trying to keep the crowd up with what's going on. It might be mentioned that any resemblance between horse racing and what takes place here is purely laughable.

Irwin Allen and Irving Cummings, Jr., produced the picture, with Erskine both writing and directing it.

Running time, 86 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

Delivery Strike

(*Continued from page* 1)

an extension of the deadline pending further efforts to reach an acceptable agreement.

Meinhardt said the employes' demands for a five-day work week and overtime remuneration would amount to a $27 per week pay increase, which the carriers feel they cannot afford.

Five years ago when the drivers were organized in an independent union they called a work stoppage which lasted a day and a half before contract negotiations were resumed. At that time the exhibitors of the area who were able to man automobiles and trucks undertook to call for their film at the exchange.

Lapidus Presiding

(*Continued from page* 1)

George W. Horan, Boston; Matthew Sullivan, Jr., Buffalo; Max Birnbaum, New Haven; Ben Abner, New York; Robert Smeltzer, Mid-Atlantic district manager and branch managers William G. Mansell, Philadelphia and P. R. DeFazio, Washington; F. D. Moore, Central district manager and branch managers J. S. Abrose, Cincinnati; J. M. Wechsler, Cleveland; C. W. McKean, Indianapolis, Jack Kalmenson Pittsburgh.

Home office executives attending the meeting will be Norman H. Moray, short subjects sales manager and president of Warner Pathe News, and I. F. Dolid.

Gross Down, Rentals Up, U. K. Reports

London, Dec. 26. — The Board of Trade reports a drop in British theatre attendance and grosses during the quarter ended June 30, last, as compared with the preceding quarter.

The Board's *Journal* said that second quarter attendance was 337,290,000 with a gross of £25,652,000, compared with the previous quarter's 358,615,000 and £27,618,000. The proportion of receipts paid for film rental advanced from 34.8 in the first quarter to 36.5 in the second, BOT said.

French Defeat 'Red' Move vs. US Films

By HENRY KAHN

PARIS, Dec. 26 (By Airmail)—By a vote of 398 to 207, a Communist motion to reduce visas for American films from 125 to 80 was defeated in the French National Assembly. Notwithstanding, the Red struggle against U. S. pictures and against most other foreign films continues.

Say Talks Lead Nowhere

The producers here now are saying that talks with representatives of the film industries of the various countries are leading nowhere. They are demanding that the French government interest itself in the problem and limit the number of films received from certain countries to the number of French films taken and distributed in each country. If this threat is carried out, the number of English films dubbed into French would be reduced considerably.

France placed very high hopes on a Ventura film, "Nous Irons a Paris," which was dubbed into English, but it had a poor reception in London, much to the disgust of the French. The producers are now demanding reciprocal action. Britain, for example, receives 21 dubbing visas per year. No visas are necessary for dubbing French films into English but the circuits do not want them. Very few French films reach the provinces, and no more than about six theatres show them in the heart of London.

Have Precedent

The French have a precedent for applying reciprocal action, having put such a policy into effect in its film dealings with Russia. Up to now, Russia could send any number of films to France, and did so. But the Soviet Union took only four French films over a number of years and so it was decided to apply the damper.

Brazilian Quotas

(*Continued from page* 1)

days. Non-availability of domestic films must be reported in writing to the government.

Another provision says that the Censorship Service shall not permit showings of foreign shorts and newsreels unless the applicant can prove that he has exported at least 10 per cent as much footage of domestic films.

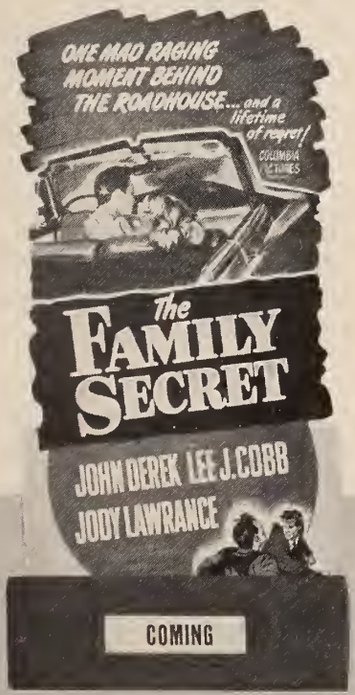
Local papers have attacked the decree, Golden said. They claim the measure will only "stimulate greater production of inferior domestic films."

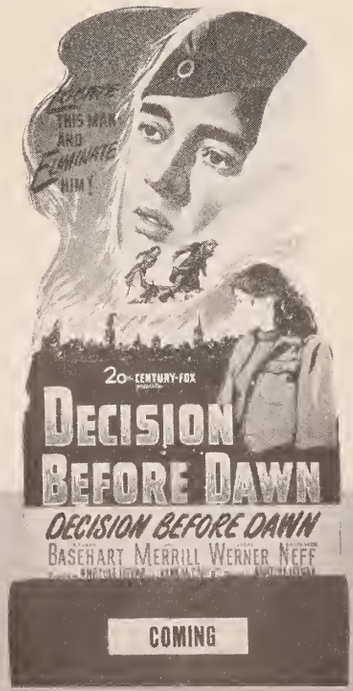
USE STANDEES to sell your GREAT MOVIETIME, U.S.A. HITS!





Colorful, Cut-Out DISPLAYS that *stand out* in your Lobby, Foyer or Out-Front...they need no frame and the beautiful fluorescent-lighted base adds to the SOCK and brings out the COLOR!





Get full details from your NSS Salesman or write your nearest NSS Exchange!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FCC Bid

(*Continued from page* 1)

mount Pictures, which has already made a frequency bid to the FCC, will join the industry's united front before the FCC. This united front, according to interests close to the problem, will ask for frequencies on the 10-megacycle band.

Industry spokesmen, led off probably by Eric Johnston, president of the Motion Picture Association of America, will emphasize to the FCC that the 10-megacycle band is virtually the only one which would allow large-screen television to be shown in theatres with proper fidelity. Network studios, it was explained, now operate on the four-megacycle band, wholly inadequate for theatres connected with a coaxial cable which reduces the four megacycles. The effect of such transmission, it was pointed out, on large-screen TV is a wash-board effect on the image.

Soon after the current holidays, all committees dealing with the FCC approach are expected to meet regularly, with sessions slated in Washington and New York almost daily, one film-TV source reported. The common approach is being mapped by the MPAA, the Theatre Owners of America, Allied States Association, the all-inclusive exhibition committee, National Exhibitors Theatre Television Committee, and the joint television engineers and legal groups.

20th Fox Tells FCC Exclusive Frequencies Is Prime TV Need

WASHINGTON, Dec. 26.—Twentieth Century-Fox Film Corp. today told the Federal Communications Commission that the prime need of theatre television is for exclusive television frequencies.

Fox said: "The assignment of exclusive channels for theatre television is certainly the most desirable and the prime objective of all the parties seeking the establishment of a theatre television service. On the other hand, it is believed that all possibilities reasonably related to the establishment of a theatre television service should be considered in this proceeding, so that, in the event the prime objective may not be attained, lesser objectives will be before the commission for consideration."

As did MPAA and TOA, the Fox statement said that at best shared frequencies would be "only a temporary expedient," and would retard the "free and natural growth of the theatre TV industry and adversely influence the establishment of a truly competitive, nationwide theatre TV service."

260 TV Films Will Revert to Fairbanks

HOLLYWOOD, Dec. 26.—In a deal completed with NBC, it was decided that the rights to more than 260 TV films made by Jerry Fairbanks Productions for NBC-TV would revert to Fairbanks, thereby making the producer's stockpile of video pictures the largest in the industry. The deal involved several hundred thousand dollars.

Best, Kaplan Get Amo

CHICAGO, Dec. 26.—Sol Best and Maurice Kaplan, owners of the Holly Theatre, have regained control of the Amo Theatre here which they operated during the 'thirties.

Television--Radio

Comment and Opinion

IF there is such a thing as an entertainment medium "coming of age," television reached that point Monday night when the National Broadcasting Company premiered Gian-Carlo Menotti's opera "Amahl and the Night Visitors" over its television network. The evening turned into another triumph for this gifted composer and fully justified NBC's faith in his abilities.

But it was noteworthy for more than the mere artistic triumph it represented. The opera had been actually commissioned by NBC; it was its first performance anywhere; it marked the first time that an opera-premiere had taken place on TV or, for that matter, before so large an audience, and it was the first work of its kind to be written expressly to fit television requirements.

The television broadcasters have long been accused of neglect in meeting their vast responsibilities towards the public, responsibilities which—as in motion pictures—do not end with the satisfaction of the broadest possible audience. By its willingness to invest in new creative talent, NBC has taken a tremendous step forward and should be thanked for it.

☆ ☆ ☆

The approach of New Year's traditionally is the time for a quick over-the-shoulder look and all the networks have been summing up their achievements for 1951. Typical of the optimism of the various reports is one from Du Mont Television Network which says it has achieved a 117 per cent increase in broadcast revenues and a marked gain in national advertisers. The network's broadcast revenue climbed from about $6,000,000 in 1950 to approximately $13,000,000 in 1951.

Brig. Gen. David Sarnoff, RCA board chairman, in a year-end statement, says television this year, for the first time, will surpass radio in revenue. According to his figures, 1951 time billings of four TV networks and 109 stations should reach at least $250,000,000.

There is some significance in these figures, particularly in view of the fact that in the first half of 1952 the FCC is expected to start allocating new channels in the ultra-high bands and authorize their use. Considering that radio will continue as a drain on the advertisers' budgets, the vast expansion of television may one day reach an economic breaking point. What happens then is anyone's guess.

☆ ☆ ☆

U. S. Steel, long a sponsor of "Theatre Guild on the Air," easily among the best of radio's dramatic shows, got off to an auspicious start in television Christmas Day when it presented "A Christmas Carol," with Sir Ralph Richardson, over NBC-TV. A half hour is little enough time in which to do a story justice, but within those limits, producer Fred Coe and director Gordon Duff did themselves proud. Sir Ralph is an unusually competent actor and made the part of Scrooge believable on the screen.

☆ ☆ ☆

ABC Radio next Sunday will present "This Year Around the World," which will recreate the important events of 1951. Most network news departments seem agreed that Gen. Douglas MacArthur's return home was the big story of the year. Other big news breaks: the Kefauver crime hearings, expulsion of the British from Iran, the recent all-night broadcasts on which the names of U. S. prisoners-of-war held by the Reds in Korea were read, and the Woodbridge, N. J., train wreck.

In connection with the Kefauver hearings, which for the first time, and dramatically, demonstrated the power of TV as a medium of communications, the New York State Bar Association last week condemned such reporting on the grounds that abuses of it "invaded individual rights and diminished the effectiveness of investigations."

☆ ☆ ☆

Seen and Heard: Walt Disney's work was represented on radio and television during the holidays. The Lux Radio Theatre had a fine version of "Alice in Wonderland" and CBS-TV Tuesday afternoon again presented a special one-hour film featuring Disney and his many characters. . . . The Voice of Firestone, a simulcast over NBC Radio and TV, made an elegant Christmas offering, as did the moving and excellently-acted TV version of "The Greatest Story Ever Told."

FRED HIFT

Du Mont TV Revenue Up

Du Mont Television Network's broadcast revenue climbed from approximately $6,000,000 in 1950 to some $13,000,000 in 1951, it was announced in a year end review. Its national advertiser list rose from 26 to 35.

Over 1,100 tele-transcriptions were turned out in the year and approximately 4,500,000 feet of negative film and 20,000,000 feet of print film were utilized. This output was responsible for the showing of more than 10,000 individual programs on the 62 stations of the network. A new film department was formed by Du Mont to act as distributor for feature films and others made for television. In addition, the company said, negotiations are being conducted with major film companies for rights to features and shorts.

Korda Film Series Set by WCBS-TV

WCBS-TV here disclosed programming plans for the 17 films purchased by the CBS network from Snader Productions.

The films, 16 of which are Sir Alexander Korda productions, will be shown after Jan. 1 exclusively on New York's CBS outlet on Sunday afternoons.

The lone film which is not a Korda production is "Forever and a Day," which was originally released by RKO in 1943, but whose distribution rights are now owned by Snader. As previously announced in MOTION PICTURE DAILY, the 16 films were made from 1949 to 1951.

Contrary to a WCBS-TV announcement, a spokesman for Snader said all of the Korda films will first be distributed to theatres before they appear here or elsewhere on home TV.

K. C. Theatre Books Rose Bowl Game

The Ashland Theatre, Kansas City, will carry the large-screen telecast of the Rose Bowl game on Jan. 1, Theatre Network Television disclosed here yesterday.

It was previously announced that Sherrill Corwin's Orpheum Theatre, Los Angeles, will carry the event, while the Broadway Theatre, Denver, disclosed plans to carry the game. It was further stated here that TNT originally secured theatre TV rights to the event in answer to some specific exhibitor requests, among them Corwin.

Will Show Eidophor In New York in Feb.

Trade demonstrations of 20th Century-Fox's Swiss-developed Eidophor theatre television equipment are indicated for February, Spyros P. Skouras, 20th-Fox president, has informed company stockholders. He said the equipment will be shipped to this this country on Jan. 15, with the first demonstration likely to take place in New York.

Skouras reported also that the company's 1951 production total reached 36 pictures, at an average cost of $1,250,000, the lowest average cost of any year since 1943.

Who . . .

? ARE the year's most
? successful personalities
? in Motion Pictures,
? Television and Radio—
Now being audited for

*The Hall of FAME**

? —WHO ARE the top stars, producers, directors . . .
? Which companies distributed or broadcast the year's
? successes . . . In the vernacular of the amusement
? industries, who are the **HOT** names to watch for
? 1952 ? ? ? ? ? ? ? ? ? ? ? ?

The findings of the FAME polls will be announced in this week's issue of MOTION PICTURE HERALD

By far the most widely quoted of all trade polls in the entertainment industries, the findings of FAME reach more than 47 million people (after allowing for duplication between the coverages of newspapers, magazines, radio and TV).

The results of the FAME polls now are ready for announcement. And the "Audit of Personalities" in the fields of motion pictures, television and radio will have an even greater significance this year than ever before.

* **"The Hall of FAME"** is one of the exclusive departments cumulatively presented each year in FAME—the authentic record referred to for many purposes throughout every year by numerous writers of articles, and by producers, sponsors and various others. It is one of the reasons why the trade and public influences of FAME continue to be so widespread and unique.

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Nov. 18	(Nov. Releases) THE BAREFDDT MAILMAN (Color) Robert Cummings Terry Moore CD—83 min. (Rev. 11/9/51) SDN DF DR. JEKYLL Louis Hayward Jody Lawrance D—77 min. (Rev. 11/1/51) HARLEM GLDBETRDTTERS Thomes Gomez Dorothy Dendridge D—80 min. (Rev. 10/29/51) VALLEY OF FIRE Gene Autry O—63 min. (Rev. 11/19/51)	SUPERMAN AND THE MDLE MEN George Reeves Phyllis Coates D—58 min. (5030)	TDO YDUNG TO KISS Van Johnson June Allyson C—91 min. (Rev. 10/29/51)	CRAZY OVER HDRSES Leo Gorcey CD—65 min. (5114)	(Nov. Releases) WHEN WDRLDS CDLLIDE (Color) Richard Derr D—81 min. (5106) (Rev. 8/28/51) SUBMARINE COMMAND William Holden Nancy Olson D—87 min. (5107) (Rev. 8/29/51) DETECTIVE STDRY Kirk Douglas Eleanor Parker D—103 min. (5111) (Rev. 9/24/51)	DESERT DF LDST MEN Alan "Rocky" Lane O—54 min. (5063) (Rev. 12/13/51)	(Nov. Releases) THE RACKET Robert Mitchum Robert Ryan D—88 min. (210) (Rev. 10/19/51) TWD TICKETS TO BROADWAY (Color) Tony Martin Janet Leigh M—106 min. (264) (Rev. 10/11/51) THE WHIP HAND Elliott Reid D—82 min. (212) (Rev. 10/23/51) JUNGLE OF CHANG Semi-Documentary 67 min. (208) (Rev. 11/9/51)	(Nov. Releases) LET'S MAKE IT LEGAL Claudette Colbert MacDonald Carey C—77 min. (Rev. 10/22/51) ANNE DF THE INDIES (Color) Jean Peters Louis Jourdan D—81 min. (Rev. 10/19/51) GDLDEN GIRL (Color) Mitzi Gaynor Dale Robertson OM—108 min. (Rev. 11/7/51)		(Nov. Releases) THE LADY PAYS OFF Linda Darnell Stephen McNally CD—80 min. (202) (Rev. 10/24/51) CAVE DF OUTLAWS (Color) MacDonald Carey Alexis Smith O—75 min. (201) (Rev. 10/23/51) THE RAGING TIDE Shelley Winters Richard Conte Stephen McNally D—93 min. (203) (Rev. 10/18/51) THE LAVENDER HILL MOB Alec Guinness Stanley Holloway CD—82 min. (280) (Rev. 10/17/51) THE BROWNING VERSIDN Michael Redgrave Jean Kent D—90 min. (281) (Rev. 10/30/51)	THE TANKS ARE COMING Steve Cochran Philip Carey D—90 min. (108) (Rev. 11/1/51)
Nov. 25		THE GREAT ADVENTURE Dennis Price Jack Hawkins D—75 min. (5021)	THE LIGHT TDUCH Stewart Granger Pier Angeli D—110 min. (Rev. 11/7/51)	THE LONGHDRN Wild Bill Elliott O—70 min. (5223) (Rev. 10/9/51) TEXAS LAWMEN Johnny Mack Brown O-54 min. (5146)		THE WILD BLUE YDNDER Wendell Corey Vera Ralston D—98 min. (Rev. 11/30/51)			(Renown) A CHRISTMAS CAROL Alastair Sim D—86 min. (Rev. 11/1/51) (Philip A. Waxman) THE BIG NIGHT John Barrymore, Jr. D—75 min. (Rev. 11/9/51)		STARLIFT Doris Day Gordon MacRae MC—103 min. (109) (Rev. 11/1/51)
Dec. 2	(Dec. Releases) TEN TALL MEN (Color) Burt Lancaster D—97 min. (Rev. 10/25/51) THE FAMILY SECRET John Derek Lee J. Cobb D—85 min. (Rev. 10/19/51) MAN IN THE SADDLE (Color) Randolph Scott Joan Leslie O—87 min. (Rev. 11/15/51) PURPLE HEART DIARY Frances Langford Judd Holdren MD—73 min. (Rev. 11/19/51) PECOS RIVER Charles Starrett Smiley Burnette O—55 min. (Rev. 11/30/51)	TALES DF RDBIN HDOD Robert Clarke Mary Hatcher D—59 min. (5008)	CALLING BULLDOG DRUMMDND Walter Pidgeon D—80 min. (Rev. 10/19/51) CALLAWAY WENT THATAWAY Howard Keel Dorothy McGuire CD—81 min. (Rev. 11/15/51) IT'S A BIG CDUNTRY Ethel Barrymora Van Johnson D—89 min. (Rev. 11/20/51)	NORTHWEST TERRITDRY Kirby Grant Chinook D—61 min. (5124) STAGE TD BLUE RIVER Whip Wilson O—56 min. (5156)	(Dec. Releases) SILVER CITY (Color) Yvonne De Carlo Edmond O'Brien O—90 min. (Rev. 10/2/51) MY FAVORITE SPY Bob Hope Hedy Lamarr C—93 min. (5110) (Rev. 10/5/51)	PALS DF THE GDLDEN WEST Roy Rogers Dale Evans O STDRMBDUND Constance Dowling Andrea Checchi D—60 min. (5402)	(Dec. Releases) DDUBLE DYNAMITE Groucho Marx Jane Russell C—80 min. (214) (Rev. 11/9/51) OVERLAND TELEGRAPH Tim Holt O—60 min. (216) (Rev. 12/10/51)	(Dec. Releases) THE GIRL DN THE BRIDGE Hugo Haas Beverly Michaels D—77 min. (Rev. 12/10/51) FIXED BAYDNETS Richard Basehart Michael O'Shea D—92 min. (Rev. 11/21/51) ELDPEMENT Clifton Webb Anne Francis C—82 min. (Rev. 11/9/51) I'LL NEVER FDRGET YOU (Color) Tyrone Power Ann Blyth D—90 min. (Rev. 12/7/51)	(Ross-Stillman) THE LADY SAYS NO David Niven Joan Caulfield C—80 min. (Rev. 11/23/51)	(Dec. Releases) THE STRANGE DODR Charles Laughton Boris Karloff D—81 min. (204) (Rev. 11/19/51) WEEK-END WITH FATHER Van Heflin Patricia Neal C—83 min. (206) (Rev. 11/23/51)	(Re-release) CAPTAIN BLDOD Errol Flynn Olivia de Havilland D—98 min. (110) (Rev. 12/19/35)
Dec. 9											
Dec. 16											
Dec. 23											
Dec. 30											DISTANT DRUMS (Color) Gary Cooper OD—101 min. (111) (Rev. 11/29/51)
Jan. 6	(Jan. Releases) BDDTS MALDNE William Holden Johnny Stewart D—103 min.	FDR MEN ONLY Paul Henreid Margaret Field D—96 min. (5102)	WESTWARD THE WOMEN Robert Taylor Denise Darcel O—118 min. (Rev. 11/19/51)	THE STEEL FIST Roddy McDowall Kristine Miller D—73 min. (5217)	(Jan. Release) HONG KDNG (Color) Ronald Reagan Rhonda Fleming D—91 min. (Rev. 11/15/51)		(Jan. Releases) DN DANGERDUS GROUND Ida Lupino D—62 min. (215) (Rev. 11/30/51) (Goldwyn) I WANT YOU Dana Andrews Dorothy McGuire D—102 min. (251) (Rev. 11/1/51) TEMBO (Color) Howard Hill (Semi-Documentary) 80 min. (Rev. 12/18/51)	(Jan. Releases) THE MODEL AND THE MARRIAGE BRDKER Jeanne Crain Scott Brady CD—103 min. (Rev. 11/27/51) DECISIDN BEFDRE DAWN Richard Basehart Gary Merrill D—119 min. (Rev. 12/19/51) (Bernhard Prods.) JAPANESE WAR BRIDE Shirley Yamaguchi D	(Justman) CHICAGD CALLING Dan Duryea Mary Anderson D—74 min. (Rev. 12/10/51) (Dougfair Prods.) ANDTHER MAN'S POISON Betta Davis Gary Merrill D—89 min.	(Jan. Releases) FLAME DF ARABY (Color) Maureen O'Hara Jeff Chandler D—77½ min. (207) (Rev. 11/26/51) BRIGHT VICTORY Arthur Kennedy Peggy Dow D—97 min. (208) (Rev. 7/20/51) FINDERS KEEPERS Tom Ewell Julia Adams C—74 min. (211) (Rev. 12/14/51) THE CIMARRDN KID (Color) Audie Murphy Beverly Tyler O—84 min. (213) (Rev. 12/14/51)	I'LL SEE YDU IN MY DREAMS Doris Day Danny Thomas MD—110 min. (112) (Rev. 12/6/51)
Jan. 13	INDIAN UPRISING (Color) George Montgomery O	MAN BAIT George Brent Marguerite Chapman D (5103)	PANDDRA AND THE FLYING DUTCHMAN (Color) James Mason Ava Gardner D—123 min. (Rev. 10/11/51)	TEXAS CITY Johnny Mack Brown O (5241)		WDMAN IN THE DARK Penny Edwards Ross Elliott D					
Jan. 20	STORM DVER TIBET Diana Douglas Rex Reason D—87 min. (Rev. 12/26/51) THE OLD WEST Gene Autry O			ALADDIN AND HIS LAMP (Color) Patricia Medina John Sands D—66½ min. (5299)		CAPTIVE DF BILLY THE KID Alan "Rocky" Lane O					
Jan. 27	SMDKY CANYDN Charles Starrett Smiley Burnette O					LADY PDSSESSED James Mason Juna Havoc D					RDOM FDR ONE MORE Cary Grant Betsy Drake CD-98 min. (113)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

N.Y. Grosses

(*Continued from page* 1)

excellent $36,500 is seen for the first inning of "I Want You," which bowed last Saturday.

Lines of patrons outside Radio City Music Hall are the rule of the day. A very good $152,000 is estimated for the third week of the Hall's attraction, "I'll See You in My Dreams." On stage, is the traditional Christmas show.

'Story' Holding Up

A healthy $36,000 is forecast for the first week of "Decision Before Dawn," which bowed Friday at the Rivoli. Holding up nicely is "Detective Story" at the Mayfair where $26,500 is estimated for the seventh stanza.

Among the films which bowed Christmas Day, is "Double Dynamite" at the Paramount, which also headlines Tony Bennett on stage. A fine $18,500 was registered for the opening day, while "The Racket" bowed out with a good $40,000 for the final six days of its engagement. A big $6,100 was realized for the opening Christmas Day of "My Favorite Spy" at the Globe which racked up a satisfactory $8,500 for the last five days of "Adventures of Captain Fabian." At the Warner, a top $9,000 was hit by "Distant Drums" for its opening Christmas Day. "Starlift" bowed out there with only a fair $11,000 for its last four days.

$70,000 for 'Elopement'

A good $70,000 is estimated for the first week of "Elopement" at the Roxy, which features Guy Mitchell on stage. "Quo Vadis" is still drawing customers at the Capitol and Astor. An excellent $56,000 is seen for the seventh and final week of the film at the Capitol, while a good $18,000 is estimated for the picture at the two-a-day Astor, which on Jan. 1 will begin playing the film on a continuous run policy. On Dec. 31, "Westward the Women" bows in at the Capitol.

Only a fair $15,000 is seen for the first week of "Flame of Araby" at Loew's State. An excellent $2,100 was racked up for the Christmas Day opening of "Tales of Hoffman" at the Sutton, which is showing the film on a continuous run policy, while "The Lavender Hill Mob" at the Fine Arts Theatre registered a good two-day $4,000 following a nice $8,000 for its tenth week, which ended Monday. A satisfactory $4,300 is forecast for the seventh inning of "The Clouded Yellow" at the Park Avenue.

In the fairly good gross category are "The Man With the Cloak" at the Trans-Lux 52nd Street which is expected to hit $3,000 for its fourth week, and "The Galloping Major" at the Trans-Lux 60th Street, which is forecast to realize $4,200 for its second inning. An excellent $11,000 is seen for the third week of "Pandora and the Flying Dutchman" at the Normandie Theatre.

'Decision Before Dawn' Dated At 26 Key Houses Next Month

Following the New York opening last weekend at the Rivoli Theatre, 20th Century-Fox's "Decision Before Dawn" will be initially launched at 26 key theatres across the nation early next month.

Among the houses offering the production for first 1952 viewing are the Ritz, Globe and Vogue theatres, Los Angeles; Fifth Avenue, Seattle; Fox, Philadelphia; Capitol, Cincinnati; State, New Bedford; Denver and Esquire, Denver; Wisconsin, Milwaukee; Vogue, Vancouver; Capitol, Worcester; Paramount and Fenway, Boston; Allen, Hartford; Center, Buffalo; Hippodrome, Cleveland; Paramount, New Haven; Criterion and Plaza, Oklahoma City; Bijou, Springfield, Mass.; Palace, Rochester; New, Baltimore; Palace, Washington.

Big Chicago Snow Cuts Christmas Box Office Far Below Normal

CHICAGO, Dec. 26.—With Chicago attempting to dig itself out of its biggest accumulation of snow in 30 years, theatre business was way below normal here Christmas Day. Although business started to pick up today, more snow is predicted for Friday and Saturday, threatening another serious tie-up over the week end, with the possibility that traffic will be paralyzed through New Year's Day.

Heavy 'Quo Vadis' Grosses

BOSTON, Dec. 26.—Metro-Goldwyn-Mayer's "Quo Vadis" opened its Boston engagement at Loew's Orpheum and State theatres yesterday. The State grossed $5,000 and the Orpheum grossed $7,500 with a $1.50 top prevailing.

Tight Supplies of Nickel, Copper Threaten Photographic Industry

Washington, Dec. 26.—Tight supplies of nickel and copper are causing particular worry to manufacturers of photographic equipment, the National Production Authority was told.

Industry spokesmen met with NPA here and "one committee spokesman," NPA reported, "said the photographic and motion picture industry would have to shut down if it cannot obtain nickel. The industry also agreed that copper is indispensible to it and that the use of any substitute metal would not be practicable."

The meeting was called to discuss an NPA-proposed order restricting the use of aluminum in the manufacture of photographic equipment to 35 per cent of consumption in the first half of 1950. The industry violently objected to this proposal, declaring that many small companies would have to cut back their labor force sharply. They said the loss in technically-trained manpower would be out of all proportion to the quantity of material saved.

The industry committee urged NPA to recognize the strategic importance of the industry as a source of photographic products and non-photographic equipment for military and war-supporting activities.

NPA officials warned that supplies of copper and nickel will continue tight, and any additional aluminum becoming available from the aluminum expansion program would go into aircraft production.

Nickel shortages are also interfering with production of broadcast transmitting equipment, another industry group told the NPA. It said a special high nickel content alloy, known as numetal, was the worst bottleneck.

Eric Pleskow Joins United Artists Here

Eric Pleskow has been named to United Artists foreign department staff at the home office here by Arnold M. Picker, UA foreign distribution vice-president.

Pleskow was formerly Sol Lesser's representative in Continental Europe and prior to that was assistant general manager in Germany for the Motion Picture Export Association in 1948-50.

Reelect Depinet

(*Continued from page* 1)

Van Wagner, comptroller; Joseph J. Laub, assistant secretary; and Edwin J. Smith, Jr., assistant treasurer.

Results of the board meeting, which was held here Friday, were made known yesterday.

Wald-Krasna Talks With RKO Continue

HOLLYWOOD, Dec. 26.—Negotiations looking toward the renewal or revision of the Wald-Krasna productions pact with RKO continued today with an arrangement under which both Jerry Wald and Norman Krasna would continue at the studio individually following possible dissolution of their corporate setup reported to be among plans under consideration.

While the probability is negotiations will continue up to the Dec. 31 deadline which could be extended by mutual agreement, the fact that W-K will start shooting "This Man Is Mine" for the studio tomorrow gives basis to the general belief that a solution for the impasse will be found.

Lease Warner Here For 2 Weeks of Ballet

The Warner Theatre, Warner Brothers' "showcase" on Broadway here, will suspend film showings from March 25 to April 6 during which period the stage will be given over to the Sadler's Wells Theatre Ballet for 17 performances.

A Warner Theatres spokesman explained yesterday that his company will turn the house over to the ballet company under a two-week lease arrangement. He described the Sadler's Wells offer as a "good" one.

Harvey Reelected

(*Continued from page* 1)

PCCITO trustee and Levin, the alternate.

Elect Board of Directors

Elected to the board of directors were David Bolton (Trans-California); Lawrence Borg (Borg Theatres, San Jose); Lee Dibble (Embassy, San Francisco); Gerald Hardy (Westland); Harvey, William Helm (Peterson Theatres); Levin, Dave Richards (Rialto, Oakland); Ed Rowden (Rowden Theatres); Tegtmeier and Sid Weisbaum (Sunny-Mount Theatres). Executive secretary Hannah Oppie, was unanimously reappointed to that office.

Industry Aid

(*Continued from page* 1)

leading citizens to see that the activities are conducted in a showmanlike manner. Also, his letter stated, theatres will be asked to show a brief National Screen trailer advertising the exhibit.

Meanwhile, plans for the industry's cooperation with the U. S. Defense Department in the promotion of the enlistment of women in the Armed Forces are expected to be completed Jan. 18 at a luncheon which Defense Secretary Lovett will give in the Pentagon at Washington for about 20 leaders of the industry.

This was revealed yesterday by Mayer, who has been in communication on the subject for the last two weeks with Mrs. Anna Rosenberg, Assistant Defense Secretary, and other officers of the Defense Department.

COMPO Chosen

Chosen by the Defense Department as the industry's spokesman, COMPO has sounded out several leaders in all branches of the business on the best manner in which the industry could handle the assignment, Mayer said. Suggestions have been made, he added, for the use of newsreels and the production of a short subject appealing to women to enlist in the various branches of the Armed Forces. He said that one big theatre circuit had offered to install enlistment booths in the lobbies of its theatres. Other means of helping the campaign are expected to be put forward at the luncheon.

30,000 More Shares Acquired by Balaban

WASHINGTON, Dec. 26. — Barney Balaban, president of Paramount Pictures, has acquired by exercise of option—warrants 30,000 shares of the company's common stock, it was reported here today by the Securities and Exchange Commission.

Harry M. Warner, Warner Brothers president, made gifts of 2,300 shares of common stock in November. He holds 248,300 shares of the company's common and has trust holdings totaling 16,000 shares, it was reported. Also reported was the following: A. H. Blank, director of United Paramount Theatres, made a gift of certificates of interest of UPT common stock, decreasing his direct holdings to 3,095 shares.

Theatre Equipment

(*Continued from page* 1)

said there was only one definite fact in the picture: "As far as civilian production is concerned, the situation will be worse before it gets any better, and there will be little improvement in supply before the end of the year." He referred specifically to steel, aluminum and copper.

Cut in Copper

Civilian use of copper will be cut back beginning with the second quarter of 1952, Golden said. Heaviest hit, he declared, will be all non-essential construction. "Every effort will be made to allow sufficient copper for construction already underway, but all new construction will be held down to an irreducible minimum," he stated. Drive-ins would be as hard hit as indoor theatres, he indicated.

YOU



WILL SOON RECEIVE PHONE CALLS FROM STRANGERS YOU HAVEN'T HEARD FROM IN YEARS!

They'll be calling about the most adult, the most provocative "PHONE CALL FROM A STRANGER", 20th Century-Fox's unusual motion picture on the "Double Standard". (If you don't know what this means, ask your wife---and then duck!) "PHONE CALL FROM A STRANGER" is in the same high entertainment tradition of "A LETTER TO THREE WIVES" and "ALL ABOUT EVE".



SHELLEY WINTERS as Binky Gay, strip-tease, is devastating.....



GARY MERRILL



MICHAEL RENNIE and KEENAN WYNN



give the outstanding performances of their careers. BETTE DAVIS



as Mrs. Hoke is thrilling as she calls the turn on the male of the species.

"PHONE CALL FROM A STRANGER" IS FOR YOU!

There's No Business Like 20th Century-Fox Business!

A Very Happy New Year To All

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 123 NEW YORK, U.S.A., FRIDAY, DECEMBER 28, 1951 TEN CENTS

No 20th Films For Skiatron, TV: Lichtman

RKO Pictures Studies Skiatron Product Bid

Twentieth Century-Fox will not furnish product for the projected Skiatron subscription home television test in New York City, Al Lichtman, 20th-Fox distribution director, disclosed here yesterday.

At the same time, Lichtman reiterated his company's position of not furnishing any films to home TV. Similar sentiments of not making films available for home television were expressed by Ned E. Depinet, RKO Pictures president.

On the question of the Skiatron bid, Paul Raibourn, Paramount vice-president, refused comment.

Depinet said Skiatron's letter seek-

(*Continued on page 2*)

20th-Fox to Sift Exhibitor Problems At Jan. Meet Here

Twentieth Century-Fox will hold an annual sales convention at the home office here on Jan. 7-11, it was announced yesterday by Al Lichtman, director of distribution.

Following the pattern of the June convention in Los Angeles, discussions will be held in "round-table" fashion to give individual attention to exhibitor problems of every section of the country as presented by the sales force, Lichtman said.

Attending will be executives of the company, 31 domestic branch man-

(*Continued on page 7*)

$4-Million Budget Set by Lippert

CHICAGO, Dec. 27.—Robert L. Lippert, at the first national sales meeting of Lippert Pictures, announced here today that the company's 1952 production budget will be more than double the 1951 budget of $2,000,000 and that the company will release at least 22 pictures and possibly more than 30 pictures and possibly more than 30 pictures depending on negotiations now

(*Continued on page 2*)

Exhibitors Pick 'Money Making Stars'

John Wayne has been voted the No. 1 "Money-Making Star" of 1951 by exhibitors throughout the country—both circuit and independent—voting in *Motion Picture Herald's* 20th annual poll to determine the top box-office stars. Wayne's commercial climb has been steady, rising from 16th position in the 1948 poll.

***The Herald* published today will say that Wayne is followed by Martin and Lewis, Betty Grable, Abbott and Costello, Bing Crosby, Bob Hope, Randolph Scott, Gary Cooper, Doris Day and Spencer Tracy, in that order.**

Martin and Lewis and Doris Day

(*Continued on page 7*)

Urge Court Refuse D. of J. Dipson Bid

WASHINGTON, Dec. 27.—The defendants in the Dipson anti-trust case today urged the Supreme Court to turn down the Justice Department's request to appear as "friend of the court" in support of the appeal by Dipson Theatres, Inc.

Dipson sued Buffalo Theatres and five of the distributors, but lost both in the District and Circuit Courts. It then appealed to the Supreme

(*Continued on page 8*)

Arbitration Is Top Job for '52: Myers

Washington, Dec. 27. — In the opinion of Abram F. Myers, Allied States general counsel, the top job for the industry in 1952 is "establishing an all-inclusive arbitration system that will benefit exhibitors as well as distributors."

Arbitration, Myers emphasized, must be all-inclusive—taking in rentals, competitive bidding, print shortages, and other problems as well as clearance and runs and items that distributors want arbitrated.

Pickman Is Named Paramount V. P.

Jerome Pickman, director of Paramount advertising, publicity and exploitation, has been elected vice-president and a member of the board of directors, it was announced here yesterday by Barney Balaban, Paramount Pictures president, and A. W. Schwalberg, president of Paramount Film Distributing Corp. The action was taken at a special board meeting held



Jerome Pickman

(*Continued on page 7*)

TOA to Offer Own Blueprint Of Arbitration

Board May Disclose It Ahead of Allied's Plan

MIAMI, Dec. 27. — Theatre Owners of America has drafted "a detailed and concrete plan" for an industry-wide arbitration system which will be voted on at its mid-winter board meeting in Los Angeles on Jan. 28-31 prior to bringing its content to the attention of distributors and exhibitors, Mitchell Wolfson, TOA president, disclosed here today.

This means that the industry will be presented with at least two independently conceived blueprints for arbitration since Allied States Association is due to come up with one imme-

(*Continued on page 7*)

Holiday Business At NY First-runs Accelerates Pace

Theatre patrons braved cold weather and brisk winds here yesterday to form long lines outside of Radio City Music Hall, where business exemplified the holiday upturn at most Broadway first-run houses. Most theatre managers reported yesterday's business the best of the Christmas holiday season thus far.

An excellent $24,000 was realized by the Hall for yesterday's kick-off of the fourth week of "I'll See You in My Dreams" on screen and the annual Christmas show on stage. The

(*Continued on page 2*)

'Streetcar' Sweeps Film Critics' Annual Awards

Warner's "A Streetcar Named Desire" swept three of the four awards for English-language films in the annual voting of the New York Film Critics here yesterday.

"Streetcar" was voted the best picture of the year; Vivien Leigh was voted the best actress for her performance in the picture, and Elia Kazan the best director, for his work in the same production.

Arthur Kennedy was voted best actor of the year for his performance in Universal's "Bright Victory."

The fifth and final award went to

(*Continued on page 7*)

UPT, ABC Ask FCC To Reject New Bid

WASHINGTON, Dec. 27.—United Paramount Theatres and American Broadcasting Co. today urged the Federal Communications Commission to turn down the new request by Fanchon and Marco companies for intervention in the coming hearings on the ABC-UPT merger.

The commission some weeks ago refused to allow Partmar Corp. and four other outfits affiliated with F and M to intervene. The companies

(*Continued on page 8*)

Oscar Oldknow, 52, Dies on the Coast

HOLLYWOOD, Dec. 27.—Oscar S. Oldknow, executive vice-president of National Theatre Supply, died here last night at Cedars of Lebanon Hospital following a cerebral hemorrhage suffered on Sunday. He was 52.

Oldknow, who was in charge of the Western and Southern territories for NTS, entered the industry in 1920 with State Right Films, which handled

(*Continued on page 2*)

NY First-runs

(*Continued from page* 1)

Paramount, which has boosted its afternoon admission price from $1 to $1.25 for the holidays, also had lines of waiting patrons. A robust $46,500 is being registered there for the first three days of "Double Dynamite" and a stage show headlining Tony Bennett.

"Distant Drums" at the Warners has been maintaining its opening Christmas Day gross of $9,000 for the past two days, while standing room only was the order of the day at the Victoria, which is featuring "Death of a Salesman." The Victoria expected to gross better than $5,000 yesterday.

Business at the Capitol and Astor was described as equivalent to the opening week of "Quo Vadis," now in its eighth week at both houses. At the two-a-day Astor, there was a complete sell-out house of $4,500 yesterday and the theatre was 80 per cent filled Wednesday.

Yesterday's matinee of "Detective Story" at the Mayfair was double the previous day with a fine $10,000 gross for the day estimated. The same situation was reported for "My Favorite Spy" at the Globe where a day's business of $5,483 was forecast.

"Elopement" at the Roxy, which features a stage show, also reported top business which would surpass Wednesday's healthy $14,000. Both "Decision Before Dawn" at the Rivoli and "I Want You" at the Criterion were also reported doing very well.

$4-Million Budget

(*Continued from page* 1)

going on with independent producers. Lippert emphasized the necessity of branch managers and salesmen impressing exhibitors with the exploitation possibilities of pictures.

Arthur Greenblatt, vice president in charge of sales, announced the signing of Phillip Yordan, author of "Anna Lucasta"; Yordan will join the company's story department. It also was announced that Stephen Longstreet will direct "Wild Girls" and that "Tales of Robinson Crusoe" has been assigned to Curt Neumann.

Other pictures scheduled to be released during the coming year revealed here for the first time today include "The Tall Texan," "Dorothy in the Land of Oz," "Galveston," "Massacre," "City of Sin," "Pirates Gold," "Flanagan's Boy," "Night Train to Paris," "Lady in the Fog," a Carl Foreman story as yet untitled and two more George Raft pictures in addition to "Loan Shark," which is now before the cameras.

Marie Weiser, vice-president in charge of advertising, spoke on the campaigns on "For Men Only" and "Navajo."

No Paper Published Monday or Tuesday

In view of the four-day New Year's holiday, *Motion Picture Daily* will not be published on Monday or Tuesday.

Personal Mention

DONALD G. SCHINE, president of Darnell Theatres, Buffalo, and MRS. SCHINE, became the parents yesterday of a 7-pound, 13-ounce son, born at Littauer Hospital at Gloversville, N. Y. DONALD SCHINE is the son of LOUIS W. SCHINE of the Schine Theatre Circuit, Inc., of Gloversville, N. Y., and MRS. SCHINE.

•

MARTIN DAVIS, Samuel Goldwyn Productions assistant director of publicity and advertising, and FARLEY GRANGER are in Philadelphia today from New York.

•

LEONARD BURCH, Atlanta branch manager for United World Films, has returned there from a visit to New York.

EDWARD M. SAUNDERS, M-G-M assistant sales manager, is on the Coast for a family reunion and is due back here after New Year's.

•

WOLFE COHEN, Warner Brothers general foreign manager, will leave here tomorrow for a business trip to Cuba and Mexico.

•

FRANK BELLES, RKO Radio salesman, has returned to Cleveland following an emergency appendectomy in Toledo.

•

SAM BURGER, Loew's International sales manager, has returned here from a three-month tour of Europe.

Haines to Preside At Chicago Meet

Roy Haines, Warner Brothers Western division sales manager, will preside over a two-day meeting of the company's Midwest and Prairie district branch managers, opening today at the Blackstone Hotel in Chicago.

Attending will be Harry A. Seed, Midwest district manager, and branch managers A. J. Shumow, Chicago; Joe Baringhaus, Detroit; Nat Marcus, Milwaukee; Art Anderson, Minneapolis; Hall Walsh, Prairie district manager, and branch managers Leon Mendelson, Des Moines; R. C. Borg, Kansas City; F. J. Hannon, Omaha; Lester Bona, St. Louis.

MPEA Told Spain 'Studies' Proposals

The Motion Picture Export Association's proposals to the Spanish government for amending the formula which originated in Madrid for a Spanish-American film agreement still have not been acted upon by the Franco government, it was indicated yesterday following an MPEA board meeting in New York.

Tim Healey, MPEA representative in Madrid, has informed Association headquarters here that Spanish government officials have indicated to him that they are studying the MPEA proposals, it was reported.

Yesterday's meeting of managers and executives of MPEA member companies' foreign departments received an oral report from Fayette W. Allport, Association European manager, on his discussions with the Belgian government concerning the latter's plans to issue a decree on imports, including films. The essence of Allport's report was that the Belgians have not yet reached a decision with respect to film imports.

Leib, Leaving MPEA For UA, Is Honored

Members of the Motion Picture Export Association staff yesterday gave a farewell luncheon at the Hotel Seymour here to Sidney Leib, who will leave his post as MPEA service manager on Jan. 1 to join United Artists as foreign service department head.

8 RKO Sales Chiefs To Tour the Field

RKO Radio divisional sales managers and their assistants will tour all exchanges under their jurisdictions beginning Jan. 7, Robert Mochrie, sales vice-president has announced.

This will be the second trip taken by the sales executives to their exchanges since the sales meeting in Chicago, at which time the product for the first half of 1952 and plans for the "Ned Depinet Sales Drive" were announced.

Nat Levy, Eastern division sales manager, will visit Boston, Albany, Cleveland, Pittsburgh and Philadelphia. His assistant, Daniel Loventhal, will visit Boston, New Haven, Washington, Cincinnati, Indianapolis, Buffalo and Detroit.

Walter Branson, Western sales manager, will visit St. Louis, Kansas City, Omaha, San Francisco and Los Angeles. His assistant, Harry Gittleson, will visit Seattle, Portland, Salt Lake City, Denver, Chicago, Milwawkee, Minneapolis and Sioux Falls.

Charles Boasberg, North-South division manager, will visit Charlotte, Atlanta, Montreal, St. John and Toronto. His assitant, Frank Mooney, will visit Dallas, Memphis, Atlanta, New Orleans and Oklahoma City.

Carl Peppercorn, Canadian manager will visit Calgary, Vancouver, Winnipeg, Montreal and Toronto.

Sidney Kramer, short subjects sales manager, will visit Boston, Atlanta, Washington, Pittsburgh, Minneapolis and Detroit.

Oscar Oldknow, 52

(*Continued from page* 1)

Columbia pictures in 11 Southern states. He was also associated at that time with his father in Southern Theatre Equiment Co. In 1926 he became vice-president in charge of the Southern office of NTS. In 1928 he in addition headed the Western territory.

In 1929 Oldknow sold his interest in his film exchanges to Columbia Pictures. He was in charge of Fox West Coast Theatres in 1930, and two years later he returned to NTS.

The widow survives, as well as a son, William, who is a Sero Drive-in Circuit executive. The funeral will take place tomorrow in Los Angeles, and he will be buried in Atlanta.

Skiatron Bid

(*Continued from page* 1)

ing product was being studied and RKO Pictures' answer would be made known when a decision is reached.

Depinet and Lichtman were asked to respond to the plea of Jack Kirsch, president of Allied Theatres of Illinois, that heads of major companies make known their position on the issue of selling motion pictures to television.

Depinet said RKO Pictures has not released any pictures to home television in the past and has no immediate plans to do so. Lichtman declared that 20th-Fox has been and is now in the theatrical business and intends to remain in it. Lichtman added, however, that no one can foretell what the economic future will bring.

The 20th-Fox executive said although Skiatron's letter has not come to his attention, his company's answer would be not to give films for the test. Skiatron asked all major companies to respond by Jan. 15.

Lichtman, outlining 20th-Fox policy, added that "we would do nothing to adversely affect" theatre business. Twentieth-Fox was one of the few companies which did not furnish film for last year's Phonevision test in Chicago.

Coast Services for Max M. Kravetz, 58

HOLLYWOOD, Dec. 27.—Services were held here today at the Beth Olam Chapel for Max M. Kravetz, 58, who had been associated with Fox West Coast Theatres for many years. He was buried in Hollywood Cemetery.

Kravetz, who last was secretary of United Artists, had pending against UA a suit, and also was defendant in a suit filed by Mary Pickford, arising out of his protest of the takeover of the company's management by the Krim-Fox-Benjamin group. Although he claimed to hold stock options under a prior management arrangement, Kravetz was compelled to resign as UA secretary.

He also formerly operated theatres in Wyoming. Surviving are the widow and a son, Marvin.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

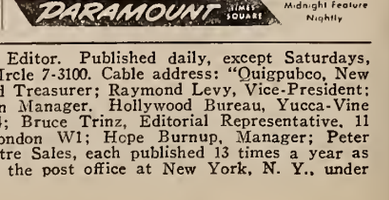
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DORIS DAY

DANNY THOMAS

"I'LL SEE YOU IN MY DREAMS"

plus THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW



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BEND OF THE RIVER

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From the Studio, the Star, the Producer, the Director of "WINCHESTER '73"...

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THE GREAT COLUMBIA PORTAGE!
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with LORI NELSON · JAY C. FLIPPEN · STEPIN' FETCHIT · Screenplay by BORDEN CHASE · Directed by ANTHONY MANN · Produced by AARON ROSENBERG

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The above two-page spread is an actual reproduction of one of the full-color national magazine ads in U-I's powerful pre-selling campaign. *(See next page!)*

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Universal International

1912 40th Anniversary Year 1952

Rogers Again Tops Poll on Westerns

Motion Picture Herald's **Money-Making Western Stars poll reflects even slighter variation in public preference than the major section. Roy Rogers is winner of No. 1 rank for the ninth consecutive time. Gene Autry again is runner-up, for the fourth year.**

Tim Holt gained three rungs on the ladder, finishing third, and Charles Starrett was up this year from seventh to fourth. Rex Allen, a newcomer, finished fifth and Allan Lane, took eighth position.

Bill Elliott wound up sixth, Smiley Burnette seventh. Dale Evans, only female star, was ninth, Gabby Hayes was 10th.

Guinness, Neagle Win British Poll

Alec Guinness is the box-office leader among British players, while for the fifth successive year, Anna Neagle is named as the First Lady of Britain's screen.

A record number of 4,524 theatre managers—representing 98.5 per cent of the 4,593 film theatres now in regular operation there—contributed to the collective verdict in *Motion Picture Herald's* annual poll.

Other winners in the British poll were: Jean Simmons, Michael Wilding, Trevor Howard, Alastair Sim, Robert Newton, Jean Kent, Michael Redgrave and Glynis Johns.

Also in the British poll, John Wayne held on to his leadership in the Western division. But a newcomer, Alan Ladd, ousted James Stewart from second place. Back of the two came Randolph Scott, Roy Rogers, Joel McCrea and Gene Autry. Those cowboys and injuns still draw the crowds in Britain.

'Money Makers'

(*Continued from page* 1)

are newcomers to the Top Ten, but they hardly can be called surprises. Martin and Lewis were voted top spot in the mid-year "Stars of Tomorrow" poll in 1950. Miss Day, a relatively recent recruit to the film musical field, had begun to show poll strength in 1950, finishing 24th.

Betty Grable, making her 10th Top Ten appearance this year, and moving up from fourth to third position, headed the list in 1943.

Abbott and Costello, who headed the list in 1941, are in the Top Ten this year for the seventh time.

Bing Crosby, making his 12th appearance in Top Ten company, holds the all-time poll championship, earned by taking down No. 1 position in five consecutive years.

Bob Hope, on the Top Ten list for the 11th time, was No. 1 in 1949.

Randolph Scott, who was first included in the Top Ten category last year, gained three positions—10th to seventh—in the 1951 voting.

Gary Cooper makes Top Ten this year for the 12th time since 1936.

Spencer Tracy is a Top Ten-er this year for the 11th time.

Observes *The Herald:* "The outcome of the 1951 Money-Making Stars poll of exhibitors is singularly significant in a number of respects. For one, it appears to establish beyond question that the business of the motion picture is by no means so uneasy as the business men who run it. There has been upheaval within the industry, but there has been none within the ranks of the paying public. The public, the poll results show plainly, has undergone no perceptible change of choice, as to personality, nor of liking, as to type of material."

The combined circuit-independent exhibitors vote is broken down in the two respective categories as follows:

Circuit vote: John Wayne, Martin and Lewis, Bing Crosby, Betty Grable, Bob Hope, Abbott and Costello, Gregory Peck, Gary Cooper, Mario Lanza, Doris Day.

Independents' vote: John Wayne, Martin and Lewis, Abbott and Costello, Betty Grable, Randolph Scott, Bob Hope, Bing Crosby, Spencer Tracy, Gary Cooper, Doris Day.

The Canadian poll also revealed a tendency toward straight comedy, and musical comedy performers, as can be seen in the following rating: 1. Bing Crosby; 2. Bob Hope; 3. Mario Lanza; 4. Gregory Peck; 5. Abbott & Costello; 6. Doris Day; 7. Gary Cooper; 8. Martin & Lewis; 9. Danny Kaye; 10. Betty Hutton.

Western stars in Canada lined up as follows among the money-makers: 1. Roy Rogers; 2. Gene Autry; 3. George "Gabby" Hayes; 4. William Boyd; 5. Tim Holt; 6. Bill Elliott; 7. Smiley Burnette; 8. Charles Starrett; 9. Dale Evans; 10. Andy Devine.

TOA to Offer Blueprint

(*Continued from page* 1)

diately following its own board meeting in Washington on Feb. 4-6.

Meanwhile, H. V. (Rotus) Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, has publicly deplored the taking of "separate roads" toward arbitration by exhibitor organizations, and suggested at the same time an exhibitor organizations congress in New York in February to discuss the setting up of an industry arbitration system. Herman M. Levy, TOA general counsel, on Wednesday concurred in Harvey's suggestion as did a spokesman for the Independent Theatre Owners Association of New York.

"For many years," Wolfson said, "the executives and members of TOA have been researching and developing plans for a constructive industry-wide system of arbitration. This research and planning has now been formalized and will be submitted to our board of directors." The board will vote on the content of the plan and the manner in which it will be brought to the attention of distributors and exhibitors, he added.

TOA will not espouse its plan as "the one and only solution," Wolfson emphasized.

"It is hoped," he continued, "that a formal plan of arbitration may be so finalized that, subsequent to the board action, all distributors and exhibitors will have an adequate understanding of TOA beliefs and of the essentials for implementing a sound arbitration system."

"While TOA has never subscribed to an arbitration plan that would be inflexible, or demanded a program that could not be modified or amended, we believe that there are certain fundamentals in developing such a system that all sides will accept and approve. We shall be prepared for those adjustments and compromises that will reflect a solid and unified viewpoint of all concerned — and we shall work wholeheartedly and with good-will toward the adoption of an industry-approved system," Wolfson declared.

The TOA president concluded that "there can be no final blueprint for an industry-wide arbitration plan until all elements are able to sit down and evolve the most practical and most workable system for all interested parties."

The TOA board meeting, originally scheduled for Jan. 28-30, now has been set to run through Jan. 31, it was reported in Los Angeles by Charles P. Skouras, TOA board chairman, "because of added important items to be included on the agenda."

MMPTA Support of Harvey Suggestion Is Indicated

The Metropolitan Motion Picture Theatres Association agrees with the suggestion of H. V. (Rotus) Harvey, president of the Pacific Coast Conference of Theatre Owners, that an exhibitor organizations congress should be held in New York shortly to discuss the formation of an industry arbitration system, an MMPTA spokesman indicated "unofficially" yesterday.

20th-Fox to Sift

(*Continued from page* 1)

agers, seven division chiefs, representatives of the international organization and members of the advertising-exploitation-publicity department.

The delegates will view four of the studio's major releases for 1952, including "With A Song in My Heart" starring Susan Hayward, Rory Calhoun, David Wayne and Thelma Ritter; "Viva Zapata!" starring Marlon Prando and Jean Peters; "5 Fingers" starring James Mason, Danielle Darrieux and Michael Rennie and "Return of the Texan" starring Dale Robertson and Joanne Dru.

Lichtman will preside at all sessions, with the round-table discussions to be led by Lichtman, W. C. Gehring, assistant general sales manager; Edwin W. Aaron, Western sales manager, and Arthur Silverstone, Eastern sales manager.

Spyros P. Skouras, company president, will participate in all sessions, while vice-president Charles Einfeld will outline advertising, exploitation and publicity plans, assisted by his department heads.

It will be the first time in 20th-Fox sales convention history that territorial heads of the company's international organization will join with the firm's domestic representatives according to Murray Silverstone, president of the International corporation.

Arriving next week to attend the sessions will be Albert Cornfield, managing director for Europe, Scandinavia, North Africa and the Middle East, with headquarters in Paris; Edward D. Cohen, supervisor for South and Central America, and Edward Ugast, Far East manager. Joining with them in the sessions will be International corporation vice-president Emanuel Silverstone and Leslie Whelan, director of advertising-publicity for the foreign field.

'Streetcar'

(*Continued from page* 1)

"Miracle in Milan," an Italian import produced by Vittorio De Sica, as the best foreign language picture of 1951. Joseph Burstyn is distributing in the U. S. It was the fifth award to a foreign film distributed by him.

Under the Critics' voting system, a two-thirds vote on any ballot up to the sixth clinches an award. On the sixth and final ballot a simple majority wins. There were 15 members of the Critics' Circle participating in the voting yesterday.

"Streetcar" won out over "The River" on the sixth ballot for best picture of the year by a vote of eight to seven. "The River" is a Kenneth McEldowney production, distributed by United Artists.

Kazan's award as best director also came on a sixth ballot, by a vote of nine to six, besting George Stephens for his directorial work on Paramount's "A Place in the Sun."

The award to Miss Leigh was concluded on the fifth ballot by a vote of 10 to five. The minority ballots went to Shelley Winters for her role in "A Place in the Sun."

Kennedy achieved the earliest award, winning by a vote of 10 to five on the third ballot over Marlon Brando for the latter's performance in "Streetcar."

"Miracle in Milan" won in the foreign language division by besting RKO Radio's release of the Japanese film, "Rashomon" by a vote of 10 to five on the fourth ballot.

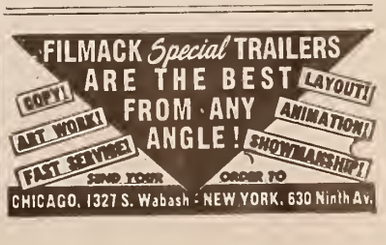
The awards will be presented by the Critics late next month at a place to be chosen later.

Participating in the balloting were: Bosley Crowther, Abe Weiler and Howard Thompson of the *Times;* Otis Guernsey, James Barstow and Joseph Pihodna of the *Herald-Tribune;* Kate Cameron, Wanda Hale and Dorothy Masters of the *News;* Alton Cook of the *World-Telegram and Sun;* Seymour Peck of the *Compass;* Jane Corby, *Brooklyn Eagle;* Leo Mishkin, *Morning Telegraph,* and, voting by proxy, Archer Winsten of the *Post* and Rose Pelswick, *Journal-American.*

Pickman Is Named

(*Continued from page* 1)

yesterday. He entered the industry in 1944 when he became a member of the 20th Century-Fox home office advertising and publicity department, after having been in the newspaper and entertainment fields. He was subsequently associated with Selznick-Vanguard Films and Eagle-Lion, where he was a publicity-advertising department executive. He joined Paramount in 1949.



Memorial to Moss Benefits Foundation

A donation to the Foundation of the Motion Picture Pioneers has been made to the memory of the late B. S. Moss, pioneer New York exhibitor-distributor, by a friend of the deceased.

The first donation of its kind to be made to the Foundation, the Pioneers cite it as an appropriate tribute for emulation by other industry members who may wish by this means to perpetuate the memory of others whom they loved or respected.

U.K. Industry Equips Theatre for Princess

LONDON, Dec. 27.—The British film industry's wedding gift to Princess Elizabeth and the Duke of Edinburgh was formally turned over to Their Royal Highnesses at Clarence House by the presidents of the trade associations and a small deputation of other industry representatives.

It consists of a fully equipped private theatre seating around 20 people and only recently completed because of delays in obtaining equipment permits. G-B-Kalee furnished the equipment and one of the household servants has been given a course in film projection by J. Arthur Rank's theatre engineers. The presentation was followed by a cocktail party given by the Princess.

UPT, ABC Ask FCC

(*Continued from page* 1)

then filed a new request, backed by a lengthy brief.

The ABC-UPT statement today said the second request submitted nothing new or different and "merely reargued points previously made." It said the Commission had ruled rightly in the first place, and that since the F and M companies failed to present anything new in their second request, "there is no valid basis for reconsideration of the action already taken."

The FCC broadcast division also filed today in opposition to the intervention. It said Partmar's application must stand or fall on its contention that it would be adversely affected by being denied permission to intervene, and that it had now showed that it or the public interest would be harmed by appearing as a witness rather than an intervenor.

It was also revealed that all parties to the proceedings have agreed to take a recess until Feb. 4 after all testimony relating to the DuMont issues has been concluded. This is the first order of business when the hearings get under way Jan. 15, and probably will run about a week.

Communion Breakfast

TORONTO, Dec. 27.—The first Communion breakfast for Catholic members of the Canadian motion picture industry will be held here Sunday, Jan. 20, at St. Michael's Cathedral. His Eminence, James Cardinal McGuigan is expected to pontificate at the Mass. Breakfast will be served after the services in the Roof Garden in the Royal York Hotel. It is planned to make this a yearly event.

J. J. Fitzgibbons, Jr., is in charge of arrangements.

Review

"Boots Malone"

(Columbia)

THE SEAMY SIDE of horse racing is balanced with the fair side in "Boots Malone." The drama has been charged with action and in its way serves as an interesting demonstration of what it takes to become a champion jockey.

William Holden plays the title role as a jockey's agent who is pretty much down and out but who still dreams of finding a "discovery" one day. The "discovery" comes in the guise of a sensitive, well-bred young man, Johnny Stewart, who has run away from home to fulfill his ambition to be a jockey. Holden is reluctant at first to infuse racing knowledge into the green youngster, but finally he relents and starts a long-range training plan.

Other elements in the story involve the dubious ethics of race track operators. In a slick maneuver a racer takes over an old mare belonging to track veteran Basil Ruysdael. Thereupon a group of friends, headed by Holden, scheme to get a new horse for the grand old veteran. Involved are several intricate manipulations and when finally the horse is obtained there follows the long training period in which Stewart is conditioned to ride the animal.

When the big race finally rolls around, Holden finds that he has run afoul of gambling interests. He is ordered to lose the race but after faltering momentarily, Holden decides to win, and face the consequences. Other aspects to the Milton Holmes screenplay concern the opposition of Stewart's racing by his mother.

Also in the cast is Stanley Clements, a tough-talking jockey. A Sidney Buchman Enterprise, the picture was produced and written by Holmes and directed by William Dieterle.

Running time, 103 minutes. General audience classification. For January release.

MANDEL HERBSTMAN

Urge Court

(*Continued from page* 1)

Court. Recently, the Justice Department asked the Court to take the case, declaring the lower courts had misinterpreted the high court's Paramount case decision and that many other private cases throughout the country would be affected.

Defendants State Case

The defendants today declared that the Justice Department was really "seeking to retry the facts of this case in the Supreme Court." They said the lower courts had found not only that no conspiracy had been proven but went further and "demonstrated that the evidence clearly established that no conspiracy existed." The lower courts found also that the defendants' activities did not damage Dipson, the brief today declared, and "there is no principle of law established in the Paramount case which requires a result different from that reached by the District Court and affirmed by the Court of Appeals."

Milwaukee Towne Corp. Brief Calls Distributors' Cross-Appeal 'Brazen'

WASHINGTON, Dec. 27.—Milwaukee Towne Corp. today charged that the distributors' cross-appeal to the Supreme Court was a "brazen appeal to this court to reverse its decision in the Jackson Park case." A bitterly worded brief by attorney Thomas C. McConnell, who handled the Jackson Park case as well as the Milwaukee Towne litigation, said the distributors wanted to change well-established rules as to the proof of the amount of damages so that an industry which has brought upon itself some $330,000,000 of damage suits can avoid liability under the anti-trust laws.

Charging the distributors with "flagrant misstatements" and "extravagant and utterly false assertions," McConnell said Milwaukee Towne's proof of damages was based on the experience of two comparable theatres and in every way met the standards laid down by the high court in the Jackson Park case.

6 Percentage Suits Settled in Illinois

SPRINGFIELD, Ill., Dec. 27.—Upon the filing of a stipulation that the "defendants, having accounted to the plaintiff and having paid in full to plaintiff the amount found to be due on account of the matter set forth in the complaint," six percentage actions brought by six distributors against Paul E. Horn, Frederick Ballard, Joseph Ballard and Clyde S. Metcalf, doing business as Ballard, Horn and Metcalf, have been concluded. The actions were filed by 20th Century-Fox, Columbia, Paramount, RKO Pictures, Loew's and United Artists. The theatres involved are the Lux in Edwardsville, Jersey in Jerseyville and the Girard in Girard.

Brown, Hay & Stephens of Springfield, Illinois and Lashly, Lashly & Miller of St. Louis, Missouri represented the distributors with Sargoy & Stein of New York of counsel.

Vucovich and Ortte Sued on Percentages

PENSACOLA, Dec. 27.—Seven percentage actions were filed here in the Federal Court for Florida. Universal, Warner, Paramount, Loew's, Columbia, RKO Pictures and 20th Century-Fox each filed against Clinton F. Vucovich and Edward P. Ortte, doing business as Independent Theatre Co. The theatres involved are the Pen, Belmont, Strand and Sky Chief in Pensacola, and the Twin in Warrington, Florida.

Fisher and Hepner of Pensacola, represented the distributors with Sargoy and Stein, New York, as counsel.

Variety to Honor Mullen

BOSTON, Dec. 27.—Martin J. Mullen, president of New England Theatres and also president of the Children's Cancer Research Foundation, will be among those honored by the Variety Club of New England, Tent No. 23, at a citation banquet to be held here at the Statler Hotel Monday evening for humanitarian support of the Foundation.

NBC Will Salute 'Movietime' In Weekend Broadcast

National Broadcasting Co., in association with the Council of Motion Picture Organizations, will salute "Movietime U.S.A." this weekend with a half-hour broadcast devoted to the past, present and future of the motion picture industry.

The program, which will be heard over the NBC Network on Saturday at 2:30 P.M. and in New York on Sunday at 1:30 P.M. will be narrated by William Holden. It will include interviews with Mary Pickford, Marlene Dietrich, Mae West, Gloria Swanson and Bing Crosby.

The program will be produced by Burt Champion, Paramount's radio contact, and Burroughs Prince of NBC.

Highlights of some of Hollywood's great films will constitute a major portion of the program with actual sound tracks being used. Among the pictures are: "The Jazz Singer," "Cleopatra," "Min and Bill," "Desire," "It Happened One Night," "The Littlest Rebel," "Go West Young Man," "All Quiet on the Western Front," "Mrs. Miniver," "Sunset Boulevard," "Going My Way" and "A Place in the Sun."

At the close of the salute to the 50th anniversary of the industry, eleven current productions will be "plugged." These include "Bright Victory," "Detective Story," "A Streetcar Named Desire," "Quo Vadis," "The River," "The Mob," "David and Bathsheba," "The Blue Veil," "Adventures of Captain Fabian," "The Highwayman" and "The Greatest Show on Earth."

Companies Vary on Monday Work Hours

Twentieth Century-Fox, M-G-M, and Monogram will be closed all day Monday, while Republic will remain open a half day. Paramount will close at five o'clock, a half hour earlier than usual.

Open all day will be RKO Radio, Universal-International, Warner Brothers and United Artists. Undetermined as of yesterday were Columbia and the MPAA.

'U' Files Denial of A. & C. Suit Charges

Universal yesterday filed in U. S. District Court here a general denial of charges made by the comedy team of Abbott and Costello in a $5,000,000 suit centering around the company's release of short subjects and reissues starring the two through Realart Pictures. The company also moved for dismissal of the litigation.

Universal's denial also included the claim that an agreement had been made with the plaintiffs for payment to them of 50 per cent of the sale price of the short subjects in full settlement.

Breen in Good Condition

HOLLYWOOD, Dec. 27. — Joseph I. Breen, director of the Production Code Administration, was pronounced in good condition tonight following major surgery performed this afternoon at the Hollywood Presbyterian Hospital. He is expected to be released from the hospital within a fortnight.

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